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CONTAINING SASKATCHEWAN MERCHANTS' CONVENTION REPORT

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, APRIL 3, 1914. No. 14

All Tomatoes Look Alike

on paper—but

Thomas J. Peters' Tomatoes

are different—superior—and then plus

Grown Right

Our seed is specially selected by the Best Seedsman in the world. We pay more for it than does any other grower in Florida. Our Fertilizer is made as we want it, out of the ingredients that from 27 years' experience we have learned our soil requires to give superior quality and solidity of Fruit. Our quality is not sacrificed to the yield per acre.

Picked Right

Constant watching the maturity of the fruit by thoroughly experienced picking and field men enables us to gather them at the Right Time. Every vine is so trained that winds do not mark and scar the fruit—the vines being held up off the soil; every Tomato can be seen. Every Tomato is bleached in the shade. Spring carriers haul our fruit to the packing house.

Packed Right

All packing-house work is looked after by our men, whom we keep in our employ the year round, thus ensuring efficient service. All Tomatoes are carefully handled, and when packed for shipment we carefully stack them on their sides to prevent bruising on the top. All cars are strapped to protect the top layers.

THESE DEALERS CAN SUPPLY YOU:

Hart & Tuckwell	Montreal
C. E. Plain, Ltd.	Ottawa
Ryerson Bros., Ltd.	Brantford
Chas. S. Simpson	Toronto
H. Walker & Son	Guelph
White & Co., Ltd.	Hamilton
White & Co., Ltd.	Toronto

THEY'RE the result of many years of enthusiastic, painstaking effort by one who has made Tomato growing a lifelong hobby, and in Florida Thos. J. Peters is admittedly now growing the best Tomatoes the world has ever seen.

One Straight Grade and Pack Throughout the Season

SALES AGENT **W. B. STRINGER** TORONTO

Our reputation is built on good service and fair dealing. Try us for anything in Groceries.

CALGARY

LETHBRIDGE

EDMONTON

CAMPBELL WILSON & HORNE
LIMITED

ROYAL SHIELD BRAND OF GOODS

ROYAL SHIELD BRAND OF GOODS

PACKERS OF
ROYAL SHIELD
BRAND
OF GOODS

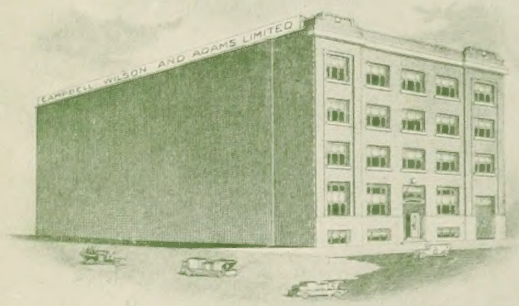
IMPORTERS
AND
WHOLESALE
GROCERS

WINNIPEG

CAMPBELL BROS. & WILSON LIMITED
THE OLD RELIABLE HOUSE
ESTABLISHED 1882

SASKATOON

REGINA

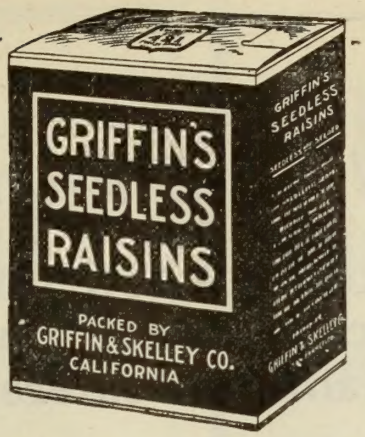


CAMPBELL WILSON & ADAMS, LIMITED.

CAMPBELL WILSON & STRATHDEE, LIMITED

Our various houses at Central Points enable us to give you a prompt and efficient service. Goods are shipped as the orders arrive, and they are shipped carefully.

The name ROYAL SHIELD signifies purity and excellence. Grocers know that this ROYAL SHIELD BRAND not only attracts, but satisfies their trade. AN INITIAL ORDER MEANS REPEATS.



Seedless not Seeded

A distinct fancy variety of **Absolutely Seedless Raisins** cured in the sun. Most highly flavored, most wholesome and the cleanest. The Griffin & Skelley line of dried fruits and vegetables are known as the standard for evenness of quality and packing. Your customers will appreciate it if you sell them this pack.

"Griffin & Skelley" Sterilized Prunes

Griffin & Skelley pack **only** Sterilized Prunes—Sterilized with hot steam—Not dipped — No abnormal shrinkage—No living animal matter—No bacteria or germs—when "Sterilized" in this way. If seeking highest quality in Canned Fruits, be guided by the reputable name of "Griffin & Skelley," and you'll be absolutely safe.

The Best Only
Always the Best

We sell only the best of its kind

Arthur P. Tippet & Company

Agents

Montreal, Que.

"Griffin & Skelley's" Canned Fruits

Canned Apricots, Canned Peaches, Canned Grapes, Pears, White Cherries, Black Cherries, Blackberries, Damson Plums, Egg Plums, Golden Drop Plums, Greengages, Raspberries, Strawberries and Pineapples—fruits of recognized canned excellence. By the name "Griffin & Skelley," you shall know these products as safe canned fruits to buy and sell.

—*the package*

that makes London famous for Soda Biscuits—that put dollars into Canadian Dealers' Pockets

This package and all other Perrin's Dairy Cream packages contain sodas of a quality that is unsurpassed for richness and flavor. They make an ideal healthful food, crisp and delicious—always fresh. Put up as follows:

5c Parchmentine, 10c Red Label, 10c Cartons, 25c Cardboard, 30c and 35c tins, also in 5c, 10c and 25c Fancy Thin blue packages only. Order your stock now.

D. S. Perrin & Co. Limited
LONDON, ONTARIO

Customers say

"That's It"

when they see a display or if you show them a jar of E. D. S. Jam or Jelly.
The customers know the popular trade-mark because they have seen it advertised. Thus it is easy to make the first sale of E. D. S. fruit products.

The quality and pure fruit deliciousness brings them back for more. Stock today.

E D S

Made only by

E. D. Smith & Son
Limited

Winona, Ontario

AGENTS:

Newton A. Hill — Toronto
W. H. Dunn — Montreal
Mason & Hickey — Winnipeg
R. B. Colwell — Halifax, N.S.
J. Gibbs — Hamilton

What quality does!

The high quality of Borden Milk products keeps old customers and makes new ones.

Nowadays people demand quality in foodstuffs and especially do they demand purity in milk.

They buy the Borden lines because they can depend on the purity and high quality —it never varies.

Moreover, they enjoy the convenience of the use of Condensed Milk, Coffee and Cocoa.

Borden's Reindeer Brand Coffee is a combination of pure, full cream milk, sugar and best mocha coffee. Very delicious—ideal for afternoon luncheons, etc.

Borden's Reindeer Brand Cocoa, like the coffee, is made of pure cream milk, sugar and high quality cocoa. All ready to use with the addition of hot water.

Borden Milk Co.
Limited

"Leaders of Quality"

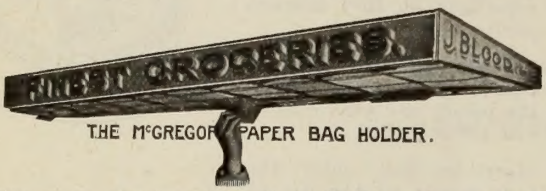
Montreal

Branch Office:
No. 2 Arcade Building
Vancouver, B.C.

JAPAN TEAS

Furuya & Nishimura

A store convenience — costs little — gives big service



THE McGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one.

Write for Prices and detailed particulars.

Selling Agents for Canada: KILGOUR BROS. 21-3 Wellington St. W., Toronto

O. P. McGREGOR Patentee and Manufacturer 411 Spadina Ave., Toronto

RENNIES SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER.

ARCTIC

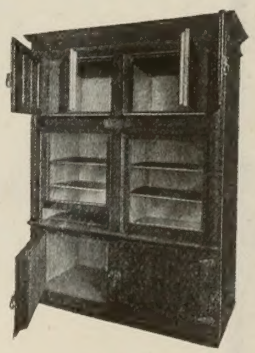
Cold Air—dry, circulating

The cold air drops from the centre of the ice pans and circulates through generous air spaces up the sides, giving a complete circulation of dry air. The parts of the Arctic are all removable and easily cleaned, has an all iron pan, spruce lining, air and water-proof insulating paper interlining, overlapping doors and heavy brass hardware. A handsome fixture, a serviceable refrigerator.

Catalog sent on request.

John Hillock & Co. Limited

TORONTO



Agents:—Quebec and Maritime Provinces: Wolf, Sayer & Heller Montreal. Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask.

CIRCULAR STYLE

DRY DUSTING MOP

You can retail this style mop at 75c.

YOUR PROFIT IS 50%

On the Tarbox "no oil" Mop. It is chemically treated. It collects dust and holds it.

The Tarbox is a better mop at a lower price—a popular price which is 25 per cent. less than imported mops. It is easier to sell and yields you a larger profit. Sell the

TARBOX

DRY **NO OIL** DUSTLESS

Mops and Dusters

They satisfy every user. Every user will help you to sell more. That's a fact.

Stock the Tarbox Mops TO-DAY. Get the larger profit and sell for the lowest price.

Supplied through Jobbers

Write NOW for our proposition.

TARBOX BROS.

274 Dundas Street : TORONTO

THE
Fitz-em-all Rubber
MAKES A POSITIVE SEAL

Made of a very soft, smooth, velvety, pure gum rubber, this jar ring gives a positive seal. It is guaranteed to fit all jars, all sizes.

Fitz-em-all rubber rings are the best sellers in the world because they give perfect satisfaction.

Order your stock of Fitz-em-all Jar Rings and Queen Square Fruit Jars now. Handsome eight-color window display given free with a 5-gross order of Queen Square Fruit Jars.

Jimmy jar opener and 1st prize preserving and canning recipes of all fruits and vegetables with every dozen of Queen Square Jars.

MANUFACTURED BY
Smalley, Kivlane, Onthank
BOSTON, U.S.A.
SOLD BY ALL FIRST-CLASS DEALERS

"Anything Litster's is good"

Litster's Jellies

Like other Litster Products, they contain only the purest and best ingredients—they are guaranteed to please. Litster's Jelly Powders are rich in fruit flavor, very delicious.

Now is the time to push Jelly Powders.

THE LITSTER PURE FOOD CO. LIMITED
TORONTO

"COW BRAND" Baking Soda

Over Seventy Years the Leading Household Requisite

For trade satisfaction and profit there is no line of Baking Soda quite so good as **Cow Brand.**
Customers have expressed their confidence in its work and it needs no long argument to point to the advantage of your stocking it.
Your wholesaler will supply you.

CHURCH & DWIGHT
Limited
Manufacturers MONTREAL

Royal Salad Dressing

Is a good seller the whole year round, but just now look up your stock for the specially big demand of the Spring and Summer.

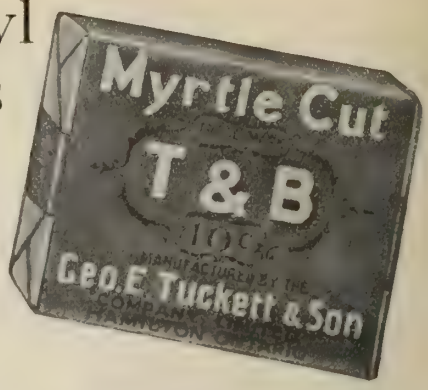
Your best trade will appreciate ROYAL SALAD DRESSING.

Made only by

The Horton-Cato Mfg. Co.

Windsor, Can.

Fill high the bowl of his generous "briar"



If you have not a tobacco department in your store you should look into the possibilities that it affords. In the first place, you can get the men coming as well as the women. In the second place, if you keep favorite blends such as T & B Myrtle Cut you will find the men having their weekly tobacco included in the regular grocery order. "Our Seal," "Orinoco," and "T & B" Myrtle Cut please the young smoker, the average smoker and the hardened veteran. Fill up the pipe of the Veteran with T & B Myrtle Cut and you'll bring out the satisfied smile.

Order from your wholesaler.

TUCKETT LIMITED

Hamilton, Ont.

The Brantford

SHOWALL

Window Fixtures

beat the world for grocery selling

WRITE NOW FOR MEASUREMENT FORM & FULL PARTICULARS

Brantford Showall Window Fitting Co

BRANTFORD ONTARIO

PURITY SALT

Should Go Into Every Basket of Orders That Leaves Your Store

When salt is asked for give the customer "Purity," it's everything its name implies. It satisfies the customers every time and allows you a liberal profit. Insist on getting it — recommend it to your patrons.

THE **Western Salt Co.** LTD.

COURTRIGHT, ONT.

See full page advertisement, page 181, October 10th issue.

They enjoy the goodness of SIMCOE Baked Beans

that's why they keep on buying.

Sell your customers a case at a time, and help them economize —you get a larger turnover.

Dominion Canners, Limited

Hamilton, Canada

The Brand of Quality

Make yours a neat, attractive, trade-pulling store with "Walker Bin" Fixtures

Get the most out of your store space. Don't make customers wade through an unsightly mass of boxes, baskets, etc., piled round on the floor. Make shopping a pleasure for your patrons—display your goods scientifically, get the most out of your display space. A "Walker Bin" System will save 25% of your floor space, improve your service 100%, and make selling a real pleasure. It pays for itself in a short time.
We manufacture the best in show cases and refrigerator counters. Write for illustrated catalog and estimates.

Walker Bin & Store Fixture Co.
LIMITED
Berlin, Ont.

REPRESENTATIVES:
Manitoba: Watson & Truesdale, Winnipeg. Sask. and Alta.: North West Specialty, Saskatoon, Sask. Vancouver: Western Plate Glass Co., 318 Water St. Montreal: W. S. Silcock, 33 St. Nicholas St. Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

WALKER PATENTED —BINS—

Store of J. E. B. Wilkinson, Saskatoon, Sask.

If you are now a distributor of

CHASE & SANBORN'S
High-Grade Coffees

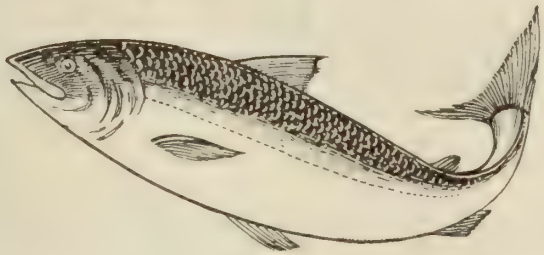
you know the satisfaction they give; if you are not, you can't learn too soon.

Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES

SALMON

FINEST BRITISH COLUMBIA

SOVEREIGN **SOCKEYE** **HOLLY LEAF**



Anglo-B.C. Packing Co., Ltd.

H. Bell-Irving & Co., Ltd.
VANCOUVER, B.C.

Caught in Salt Water and Canned Immediately

Quality is Our First Consideration

Profitable goods make you a permanent customer of the firm from whom you buy them. Your customers have the same attitude towards you.

CHINESE STARCH

is a profitable line for you to carry, because it is a ready seller, enabling you to turn your stock quickly.

Chinese starch satisfies in every way; your customers are bound to be pleased with the excellent results obtained from its use and they'll come back for more.

Freight prepaid on order for two cases or more.

Ocean Mills, Montreal

Ninety-nine people out of a hundred in Canada use

WINDSOR TABLE SALT

Isn't it better for you to make ninety-nine sales, than only one?

Canadian Salt Co., Limited
WINDSOR, ONT.

"Decidedly Good"

is the general opinion

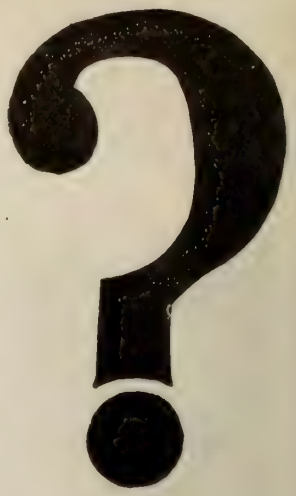
Packed under the most sanitary conditions, in plants which have always passed the most minute Government inspections.

Don't delay. Order now.

Canned Chicken Beaver Brand

Lobster Beaver Brand

Ice Castle Mackerel



All canned in our factories, quite near the source of supply, so that there is always a freshness about everything packed that makes for general satisfaction.

J. W. WINDSOR, **Montreal**

PRINCIPAL CANADIAN AGENTS

Winnipeg, J. J. Tomlinson & Co. Hamilton, A. E. Richardson & Co.
Kingston, Jas. Craig. Quebec, Albert Dunn. Sydney, N.S., O. N. Mann.

SPECIAL 10% OFFER

CANNED GOODS

It is not often that you can get such a generous discount on high-class canned goods, such as

EXCELSIOR BRAND

However, the offer awaits your acceptance, and bear in mind that the contents of each can are in accordance with specification on label. I find that some European factories are exporting canned peas labelled in a deceptive way, so beware.

The Weltruf Fly Catcher

$1.25 per carton of 100's

Ask Your Wholesaler.

If he cannot supply you, write direct to

EDGAR MEYER

Associated with

Hupfeld, Ludecking & Co., Montreal

An Old House on a New Foundation

That's the Gilmour Company of to-day

"The old order giveth place to the new." There is new life in this firm—a new line is the result, a result best termed an **Achievement.**

Splendid Quality Hand Cleaner

To sell at 10 cents—a popular, profitable price

Ask for the Yellow Tin

AGENTS

Campbell Brokerage Co., Vancouver; Lance & Culp, Toronto; Fenwick & Hendry, Kingston; F. Roberge, Ottawa; W. H. L. Usher, Halifax, N.S.; O. Lacroix, North Sydney, N.S.

The Gilmour Company

Papineau Ave. Montreal

A PLAIN STORY—PLAINLY TOLD

BEANS

An article in heavy daily consumption.

BUSINESS

What you are after, Mr. Grocer.

BETTERMENT

The inevitable result of GOOD business.

CLARK'S PORK & BEANS

Have by far the greatest SALE of any brand on the market.

CLARK'S Reputation will bring you the BUSINESS.

CLARK'S Quality will ensure increased business and prosperity.

TELL YOUR CUSTOMERS YOU HAVE THEM.

W. CLARK, LIMITED, MONTREAL

Right Now

YOUR sales of canned goods should be increasing. The prices are the lowest they have been for years. Let us replenish your stock with **TARTAN BRAND**—the brand that has stood the test of years—it cannot be beat for quality and purity.

Introduce the **TARTAN BRAND** to your customers—they will appreciate your regard for their interests.

The majority of "quality" grocers from Hamilton to Vancouver handle the TARTAN BRAND. Are you one of them? It will pay you to get into line.

Book 1914 Canned Goods with us. We will protect you fully.

Tartan BRAND

THE SIGN OF PURITY

Groceries, Spices, Canned Goods, etc., etc., etc.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON, ONT.**

BUY

STARBRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

John Duncan & Co.

Montreal

TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

The Quality Broom—Pansy

Any good housewife will tell you that quality in a broom counts tremendously in the daily routine of housework. No matter what price a quality broom is sold at it pays the housewife to use it. This is the reason that the Pansy Broom, even in the face of a heavy advance in price brought about by the failure of the crop of broom corn, is even more popular to-day than ever before.

It sells at any price

because when all brooms are dear the housewife will pay a little more and get the broom she knows will give her absolute satisfaction —the Pansy Broom. Just as many brooms will be used if they go higher than they are now, but it will be the better brooms that will sell more readily. Now is the time to stock up with Pansy Brooms before they take another jump in price.

Order to-day.

H. W. Nelson & Co., Limited

Established 1840

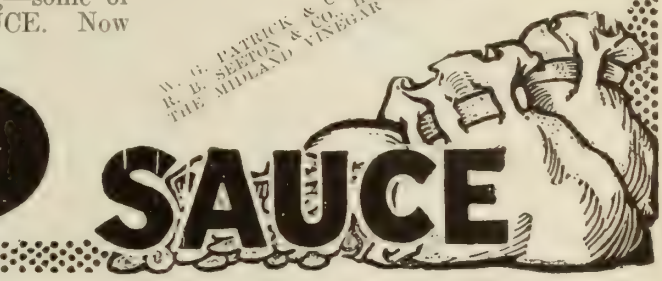
TORONTO

ADVANCE—OR RETIRE?

there's no standing still in business.

It's lines like H. P. SAUCE that make for progress. Good Value, Good Profit and Good Advertising—some of you are doing great things through H. P. SAUCE. Now how about you?

W. G. PATRICK & CO., LTD., Toronto, Montreal, etc.
R. B. SEETON & CO., Halifax, N.S.
THE MIDLAND VINEGAR CO., LTD., Birmingham, Eng.



H.P. SAUCE

Your stock is not complete without

SYMINGTON'S COFFEE ESSENCE

The already large demand is fostered by continuous up-to-date advertising, and your customers—appreciating the excellent quality, pure flavor and extreme handiness of Symington's Coffee Essence—will become regular users.

Remember there is no other Coffee Essence to equal SYMINGTON'S, and write for prices, showcards and full particulars to-day.

Thos. Symington & Co, Edinburgh and London

AGENTS:—Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.

They follow the "Banner"

Our tumbler container has been copied everywhere, but Banner Brand Pure Fruit Jams and Jellies stand supreme for purity and excellence.

Wholesome and Delicious

BANNER L&B BRAND

Just pure fruit and cane sugar. That's all

There's bound to be something doing in jams and marmalades when navigation opens, and we will be rushed with orders. Please place your orders now and give us a chance to ship promptly.

Order to-day from your wholesaler.

Lindners Limited

340 DUFFERIN ST. TORONTO

REPRESENTATIVES:

Watt & Scott, Limited, Montreal; H. D. Marshall, Ottawa, Ont.; W. L. McKenzie & Co., Edmonton and Regina; H. M. Jackson, Calgary; H. E. Gross, Vancouver; Western office, 306 Ross Ave., Winnipeg.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

ON SPOT

Valencia Raisins, Dates, all kinds, and Evaporated Apples.

W. H. Millman & Sons

TORONTO and VANCOUVER.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

Agencies Wanted

I solicit representation of good Grocers' Druggists' and Confectioners' lines.

M. D. BEARD
15 Jarvis St. TORONTO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

MORROW & COMPANY,
Cereals.
TORONTO, - - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

Henri de Leeuw, Merchandise Broker,
28 Front St. E., Toronto, Montreal, Halifax; representing Georgiades & Co., Patras, Greece, Currants; Antoine A. Capponi, Smyrna, Sultanas; Jose Romany Aranda, Denia, Spain, Valencias.
Ask me prices, and my special conditions.

A want ad. in this paper will bring replies from all parts of Canada.

ONTARIO.

COLLECTIONS!

Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.

COMMERCIAL COLLECTION CO.
77 Victoria St., Toronto, Ont.

The Condensed Ad. page will interest you

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man.
Grocery Brokers and Importers
"Foster-Clarke's Cream Custard."

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG, MAN.

BRITISH COLUMBIA.

E. O. CORNISH
COMMISSION AGENT
Canned Goods a Specialty
821 Pender St. W., Vancouver, B.C.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . Vancouver, B. C.

O'LOANE, KIELY & CO., LTD.
Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries. Buyers' and Sellers' Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun.
VANCOUVER, B.C.

Manufacturers' Agents and Brokers' Directory

(Continued.)

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
CLAUDE BEAUCHAMP
223 Commissioners St., Montreal

OAKEY'S
The original and only Genuine Preparation for cleaning cutlery.
'WELLINGTON'
KNIFE POLISH
JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

BRAND STUHR.

STUHR'S
CAVIARE
FILLETED ANCHOVIES
(In Brine).
ANCHOVY PASTE
(In Tubes).
Sold by all High-Class Provision Dealers.
C. F. STUHR & CO., Hamburg.

Steadily Growing
in popular favor.
MAPLEINE
is a very necessary item in all up-to-date stores.

SOLD FROM
Frederick E. Robson & Co.
25 Front St. E.,
Toronto, Ont., Canada
or
Mason & Hickey,
287 Stanley St.,
Winnipeg, Man., Canada.

Crescent Mfg. Co.
SEATTLE, - WASH.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

When writing advertisers, kindly mention having seen the ad. in this paper.

GRAY'S DELIVERY WAGONS

Our Wagons Deliver the Goods

WRITE TO US FOR ANYTHING IN
Vehicles & Delivery Wagons

WILL SEND CATALOGUE ON REQUEST SHOWING THIRTY STYLES FOR MILK AND DAIRY, BAKERS, GROCERS LAUNDRY, BUTCHERS, HARDWARE, PARCEL POST BUSINESS WAGONS GENERALLY.

The Wm. Gray-Sons-Campbell, Ltd. Chatham, Ont., Canada.

You can talk across the continent for two cents per word with a Want 'Ad. in this paper.

The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
Port Elgin, Ontario.

Century Salt

Pure, even crystals

This is the evidence of the extreme care taken in the refining and packing of **Century Salt**. The salt that is best for table or dairy. Every store should handle **Century**. Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads

THE DOMINION SALT Co. Limited
SARNIA - ONTARIO

The cost of installing is the only cost

No grocer to-day can overlook the fact that he requires a Coffee Mill of some kind.

THE ELGIN National COFFEE MILL

covers every requirement of every grocer in Canada from all standpoints. It is operated by a few easy turns, and grinds quickly without pulverizing the coffee, owing to it being equipped with the new force-feed **steel-cutting** grinders and special adjuster.

Write for latest catalog.

No. 35

HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.
MONTREAL—The Canadian Fairbanks Co. (and branches); Minto Bros.
QUEBEC—Minto Bros.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); The Codville Co. (and branches).
REGINA, SASK.—Campbell, Wilson & Strathdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, ALTA.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
FERNIE, B.C.—The Western Canada Wholesale Company, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.; Empress Manufacturing Co.

MADE BY **Woodruff & Edwards Co.**
ELGIN, ILL., U.S.A.

TOBACCOS

MASTER MASON
Smoking

ROSE QUESNEL
Smoking

KING GEORGE NAVY
Chewing Plug

These tobaccos are made of specially selected and cured leaves of a high quality tobacco.
The high quality of these tobaccos is backed up by extensive advertising.
Every store with a tobacco department should handle these leading tobaccos.

Rock City Tobacco Co..
LIMITED
QUEBEC WINNIPEG

St. Lawrence Granulated

The Canadian Standard of Quality, 100% pure cane sugar.

Dollar Bags packed in 16, 17, 18, 19 lbs.
Also 20 lb. and 25 lb. cotton bags.

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

BLACK JACK

QUICK
CLEAN
HANDY

¼-lb. tins—
3 doz. in case

TRY IT

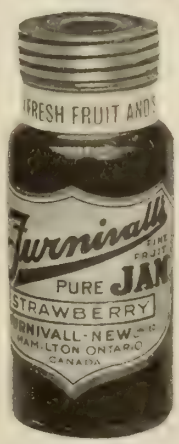
SOLD BY
ALL
JOBBERS

The real home-made Furnivall's FINE FRUIT PURE JAM

Made under the most sanitary conditions, under the supervision of a processor who has had nearly 20 years' experience.

Furnivall's is absolutely pure — it is the kind that makes them come back.

Order from your Wholesaler.



Furnivall-New Limited

HAMILTON, ONT.

AGENTS:
Montreal, J. C. Chivers; Ottawa, E. Archdeacon; Toronto, Dane-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Manitoba, Saskatchewan, Alberta, W. H. Escott Co., Ltd. Offices: Regina, Calgary, Edmonton.

RONUK POLISHES

There is a Ronuk Polish to meet every Polish need —Floor Polish, Leather Polish, etc.——each one is the result of scientific study——each is the best polish that it is possible to produce.

That is why Ronuk customers will be permanent friends to your store——because they will be perfectly satisfied with Ronuk.

Ronuk is being extensively advertised——**you** should be one of the dealers to stock it——it will mean more business for you.

For information, prices, etc., write——

RONUK
FLOOR
POLISH

RONUK
FURNITURE
POLISH

RONUK
SHOE
POLISH

RONUK LIMITED

Factory, Portslade
ENGLAND

91-93 Youville Sq.
MONTREAL

Canadian Head Office

53 Yonge Street, TORONTO

Schultz and Strathcona

Some experiences from the personal relations of one who met them in Manitoba.

"It was apparent from the start," so writes Rev. R. G. MacBeth in the April MacLean's, "that Riel feared Schultz. The latter had been most outspoken in his condemnation of the half-breed leader, denouncing him with characteristic vigor and fearlessness. Accordingly Riel had him immured in an upper room in a stone bastion of the fort.....He ran four miles to my father's house in Kildonan for shelter."

The whole story is a vivid description in Mr. MacBeth's well-known style, of reminiscences in the early days of the West when these two men were makers of history. The illustrations and presswork are the best that have yet appeared in MacLean's, which is rapidly making a name for itself as a Canadian publication of the first rank. In fact its progress during the last two years has been phenomenal.

If you haven't seen this magazine, send for a copy at once.

Send your name and address and have your name added to our subscription list. Address Dept. "M."

Subscription Price $2.00 a year, twenty cents a copy.

The MacLean Publishing Co., Limited

143 University Ave. **Toronto, Ontario**

Your Word Goes

Suppose a customer asked you for shrimps and you didn't have any in stock, wouldn't you suggest lobsters? If you hadn't sardines, your customer would not be offended if you offered her salmon, or ciscoes when you hadn't haddie, or haddock when the white fish are gone. **That's salesmanship.**

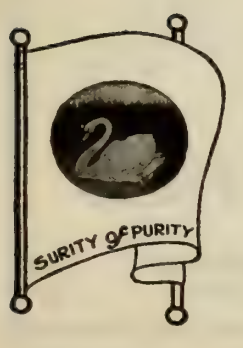
The chances are your customer has been wondering what would be nice for lunch. Finally she decides upon lobsters; at the same time, if you were out of lobsters, she would gratefully accept your suggestion to have shrimps.

Your word goes, and to make it a factor for increased sales you must know the real worth of the goods you offer for sale.

Your customers place explicit confidence in **your** judgment of the food stuffs they buy from you, but you lose this confidence the minute you sell poor quality goods. Honest goods win first, last and always. Pure goods will always please your patrons and will place your business on a firm foundation. Be an authority on food stuffs. Know your goods. Know absolutely that they are pure and the best value for the money.

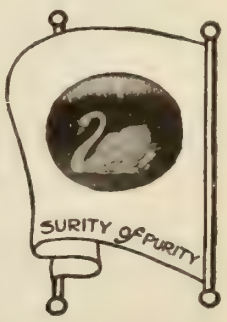
If you are stocking a line, whether advertised or not, that you cannot honestly recommend and guarantee yourself—get out of that line—because you cannot make it a factor for increased sales.

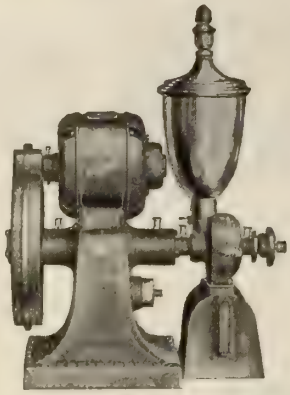
Handle Quality goods only and know that they are the best on the market. "WHITE SWAN" simply means "QUALITY"—a reputation that has been earned, and of which we are proud.

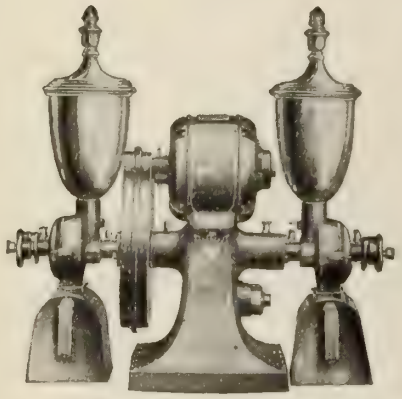


WHITE SWAN
SPICES & CEREALS, LIMITED
TORONTO

Read "White Swan Logic" next week on
"What Causes the Blue Marbling in Roquefort Cheese"







Mr. Grocer:—

What are you doing to give up-to-date SERVICE in selling Coffee?

Are you selling all the Coffee that all the customers whom you serve are consuming?

If not, there is a reason.

If yes, how do you know?

We can safely tell you that you are not selling all the coffee you can or should sell, if you are not properly equipped to give up-to-date Coffee SERVICE.

Write us for Free information for Increasing Coffee Sales.

The Hobart Manufacturing Co.

105 Church St., Toronto, Canada

Get this fellow working for you

Right now, during the Spring housecleaning season, **Bull Dog** Specialties will pull and hold good trade to your store. The profit makes it worth while stocking these lines.

Bull Dog Cleansers

Clean up everything

Bull Dog Ammonia Powder, **Bull Dog** Chloride of Lime, **Bull Dog** Borax, **Bull Dog** Liquid Blueing, **Bull Dog** Liquid Ammonia.

Order you supply now.

The John B. Paine Co., Ltd.

TORONTO, Ont. MONTREAL

AGENTS:—Marshall Brokerage Co., London, Ont.; W. Lloyd Lock & Co., Winnipeg; Jackson's, Ltd., Calgary; Geo. C. Benjamin, Edmonton, and all wholesale houses.

Nearly a century *of* Macaroni success

BERTRAND'S MACARONI

BERTRAND'S

The first Bertrand Macaroni was made in 1825, since then its manufacture has been directed by the Bertrands, who have won a very high name for their goods. Bertrand's Macaroni is made of the first grade of Russian wheat—the Taganrog, under the best possible factory conditions.

Keep your order well ahead of your actual requirements, for wholesalers have difficulty in supplying the demand.

Be sure it's Bertrand's.

Manufactured by

Bertrand & Cie, France

Agents

HENRI JONAS & CO., Montreal

Canada and United States

The Way to More Profit on TEA

THE easiest possible way for you to make more profit out of your tea business this year than you did last, is for you to ask your customers to try a package of 40c. Red Rose Tea. We think we can guarantee that at least two out of three of those who try it will order again. They will order it because they will like it better than cheaper teas and because if they use it carefully they will find it will spend farther. They will find it really worth the small difference in price.

If you will use a package first and convince yourself that what we state is a fact you will succeed better with your customers. Worth a good deal to be able to say—"I know it is worth the difference in price because I have tried it."

ISN'T IT WORTH DOING?

Red Rose Tea

"Is good tea"

T. H. ESTABROOKS CO., LIMITED
St. John, Toronto, Winnipeg

Mr. W. E. Wigmore
(Special Representative)

PRELIMINARY NOTICE

During April, May and June our Mr. W. E. Wigmore, straight from the Old Country, is visiting all centres east of Winnipeg.

He is bringing special low quotations for our **guaranteed Pure Malt Vinegar** and High-grade Sauces for Summer delivery. It will pay you to inspect his samples and hear what he has come across the "herring pond" to tell you.

Let us get into touch. Your letter heading pinned to this advertisement and addressed to us will bring our representative straight to you.

FARDONS' VINEGAR CO., LIMITED

BIRMINGHAM, ENGLAND
Pure Malt Vinegar Brewers and Manufacturers of Worcestershire Tomato and Fruit Sauces.

Canned Foods Limited

We can offer you

A Million Cases

or more, 1913 and 1914 pack. We have an attractive proposition for the Wholesale Trade, and are ready to talk business.

Mr. W. H. Millman and one of the directors are leaving in a few days for Winnipeg and West. We can safely say buyers will be pleased with what we have to offer them.

We will have a full line of all kinds of Vegetables and Fruits from over forty canneries. The aim of Canned Foods Limited is to put up the finest quality goods that can be packed.

We have attractive prices for "Spot Goods." Wire or write us for your immediate requirements

CANNED FOODS LIMITED
W. H. Millman & Sons

TORONTO General Sales Agents for Canada **VANCOUVER**

QUALITY TELLS

WEEK AFTER WEEK

The extraordinary 1914 increase advances. This year's increase now stands at the unique figure of

382,124 POUNDS

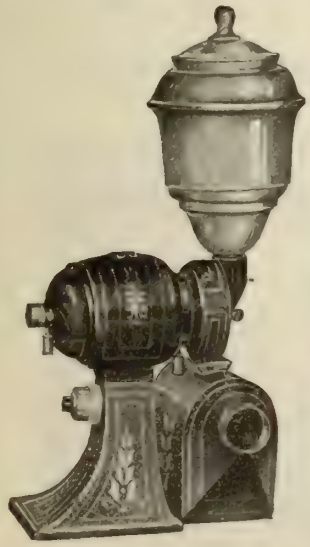
(This is a comparison with the corresponding period of last year)

THE INCREASE IN SALES LAST WEEK ALONE WAS **45,702 POUNDS**

"SALADA"

IS REAPING THE RESULTS THAT ARE THE DUE OF QUALITY-GIVING —ALWAYS. YOUR COURSE IS OBVIOUS— CONCENTRATE YOUR SALES

Electric Cut Your Coffee



With an Electric Cutting Machine designed with Machine Steel Burrs tempered in Oil, which produces evenness in Grind, thus improving the Cup quality of the Coffee. Has also a Fan connected with the Rotating Burr, which keeps the Grind Head clean, so there is no danger in mixing Grades.

There is also a Numbered Setting Device arranged so that you can give your customers their Coffee as they like it. Sold on Monthly Payments and Positively GUARANTEED. Live agents wanted at principal points in Canada.

J. H. Galloway
11 Market Street
HAMILTON, ONT.

EUREKA Refrigerators

Will keep perishable goods in better condition

than anything else made. Meat and other goods are kept **dry, sweet and wholesome.** That is why **more Eurekas** are used by **Butchers, Grocers, Hotels, Hospitals,** etc., than all other patented Refrigerators combined. You cannot afford to take chances with a **Damp, Musty Ice Box.** 28 years' experience in Refrigerator building stands behind every Eureka sent out. Send for Catalogue or call at the show rooms.

Eureka Refrigerator Co. LIMITED
31 Brock Ave., Toronto

Robinson's
Patent Barley

has proved itself a healthful and nutritious food for young and old.

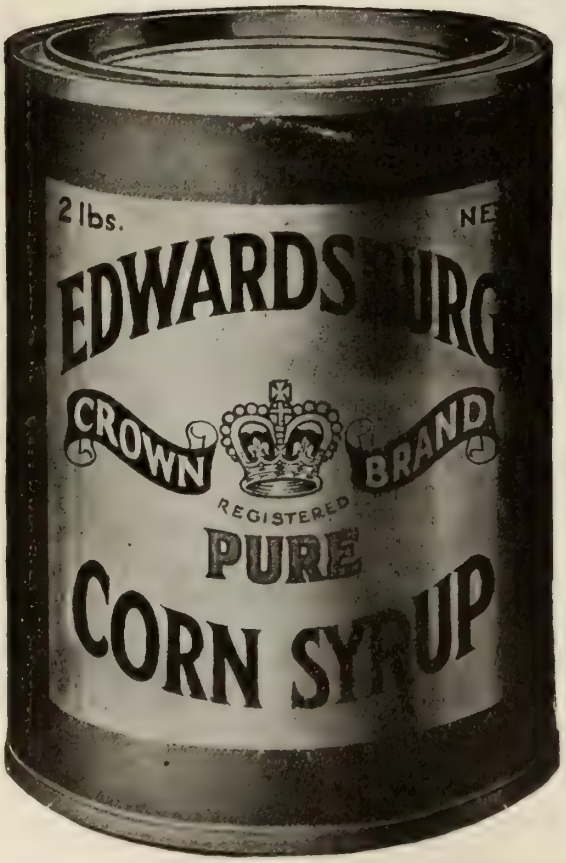
Sells
Without Effort

Its reputation is long established and customers like it; that accounts for the steady demand.

MAGOR, SON & COMPANY, Limited

403 St. Paul St., Montreal **30 Church St., Toronto**

AGENTS FOR THE DOMINION OF CANADA



Your Time Is Valuable

When it takes your time to persuade a customer to purchase something, you lose a part of your profits. This doesn't happen when you sell

Crown Brand Corn Syrup

Most people ask for it—proven by the fact that about twice as much Crown Brand is sold than any other Syrups. Why waste time trying to sell something else when you can make easy sales with Crown Brand?

We will ship your order promptly

Canada Starch Co., Ltd.

Manufacturers of Edwardsburg Brands

Works: Cardinal and Brantford

CANADIAN GROCER

VOL. XXVIII APRIL 3, 1914 No. 14

Credits and Banking the Chief Topics Discussed

Four Hundred Saskatchewan Merchants Assemble at Moose Jaw and Delve Into Problems of Vital Importance to the Trade—Stricter Watch on Credits Will be One Result—Many Resolutions Passed—To Saskatoon Next Year.

Special Staff Correspondence

MOOSE JAW, April 1.—Organized only last May, at an enthusiastic convention held in Regina, the Saskatchewan branch of the Retail Merchants' Association of Canada has made exceedingly rapid strides. This was well shown at the convention held in Moose Jaw this week, when not only did 400 hard-headed business men of the Province discuss the various subjects introduced, but when it was also shown that legislation to enable the better collection of small debts has already been effected, and when it was made very clear that further sane legislation is to be sought during 1914.

From the moment that Mayor Pascoe, on behalf of the city, H. H. Bamford, president of the Board of Trade, and G. A. Maybee, president of the Moose Jaw branch of the Retail Merchants' Association, welcomed the delegates, proceedings went with a swing. A careful programme had been arranged, and the convention was exceedingly fortunate in that the speakers realized that their main object should be to start discussion, thus bringing out the exact problems which the merchants have been facing during the past year. In every session of the convention, these discussions were carried on with the greatest enthusiasm, President Bole occasionally having to determine just who had the floor at the moment.

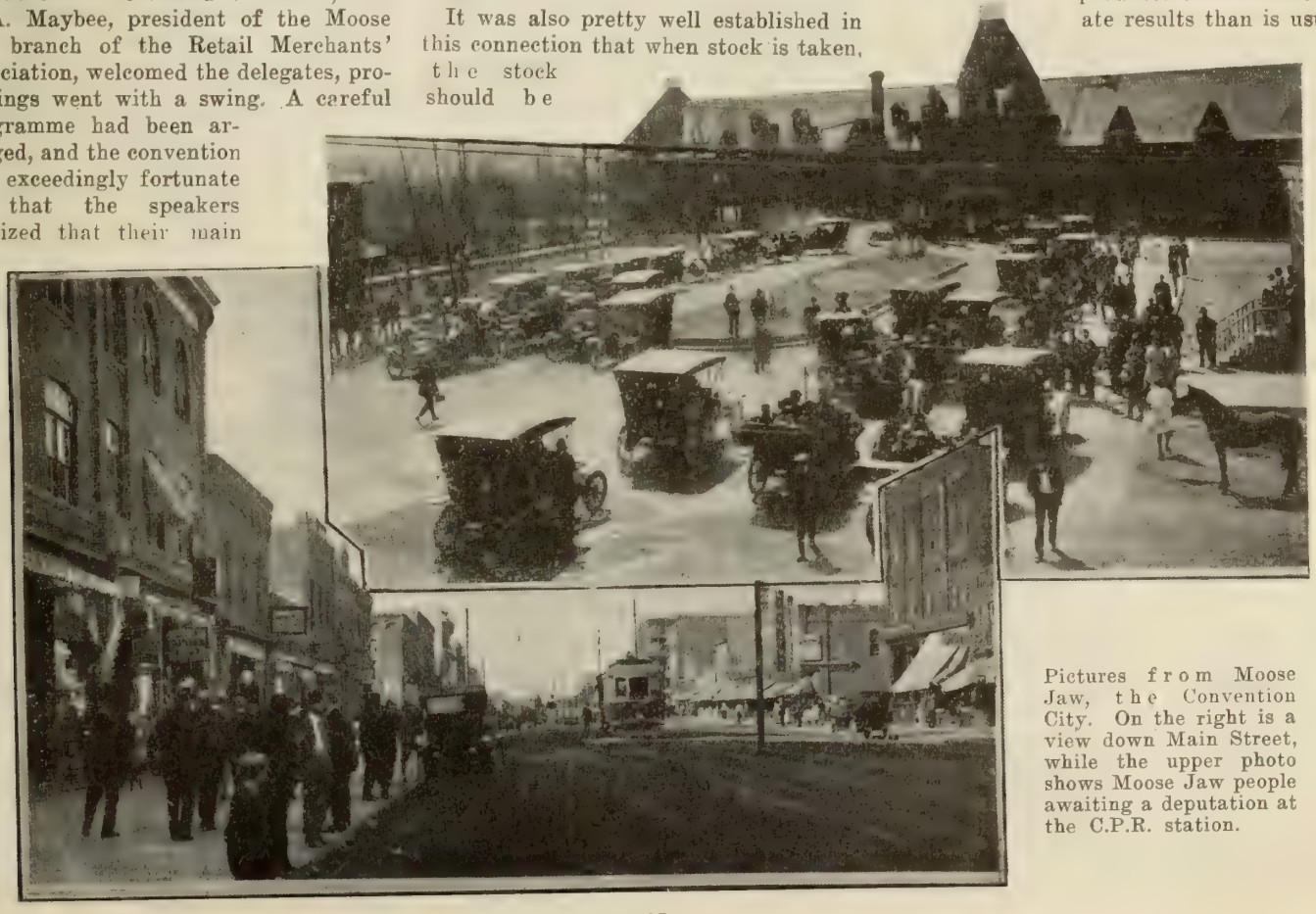
Sound Business Methods Discussed.

A wide field was covered. The important theme of costing came in for much attention, it being shown that a merchant who does not charge his own salary as manager, an expense on the business, and who does not charge himself rent for the premises, even though they are his own premises he is using is riding for a fall.

It was also pretty well established in this connection that when stock is taken, the stock should be put in on the value it has at the moment, irrespective of what price may have been paid. This it was felt enables every year to be judged on its own basis, and gives the retailer a correct idea of where he actually does stand. To take any other attitude, as one dealer expressed it, "is bluffing one's self." To get away from this self-deceit seems to be one of the great objects which the Saskatchewan men are anxious to achieve.

Discussion on Credits Bears Fruit.

It would be hard to go to a Western convention at the present time and not find credits one of the important questions of discussion. This subject was given a great deal of time at Moose Jaw, and the discussion was probably more productive of immediate results than is usu-



Pictures from Moose Jaw, the Convention City. On the right is a view down Main Street, while the upper photo shows Moose Jaw people awaiting a deputation at the C.P.R. station.

THE 1914-15 OFFICERS.

The officers elected for the coming year are as follows:—

President — George Maybee, Moose Jaw.

1st Vice-Pres.—W. W. Cooper, Swift Current.

2nd Vice-Pres.—J. W. McLean, Saskatoon.

Treasurer—J. L. S. Hutchinson, Saskatoon.

Secretary—T. E. Raymond.

Next year's convention will be held at Saskatoon.

ally the case. A cash business was felt by all to be the aim, but there were many who expressed the positive belief that this was a Utopia which cannot be achieved in a minute. All, however, agreed that greater care must be taken in the matter of giving credit. The impression seems to prevail that something in the nature of a preferred list should be established. In the past merchants have been acting as bankers for the farmers, with the single exception that they have not carefully inspected the risks they were taking before making a loan—a loan which has been none the less a loan because goods were given out instead of cash. "If we are going to be bankers," said Mr. Agnew, of Prince Albert, "let us use the discretion of bankers."

Growing out of this discussion on credits and banking, and based upon an exceedingly practical address given by Mr. Turnbull, of Regina, was a discussion upon the question of collateral security. Mr. Turnbull made the delegates see, as perhaps never before, that there is such a thing as collateral security which does not secure. He gave ideas as to how these securities should be taken, and in answering questions, told of a number of instances where carelessness and lack of knowledge had brought not only financial losses, but a great deal of worry.

Censure Credit Men's Association.

The retailers at the convention were very willing to dig into their own weaknesses and mistakes, but they evidently expected to have the same privilege with regard to others, and during the course of the meeting some severe criticism was meted out to the Credit Men's Association, and some legislation was urged which will put more responsibility upon the shoulders of certain manufacturers.

The quarrel which the retailers have with the Credit Men's Association is as to the methods of disposing of bankrupt stocks. These, it was felt, should not be sold at slaughtered prices in the community where the failure has taken place, this having a tendency not only to spoil the other retailers' trade for the moment, but to ruin the financial conditions in the neighborhood for some little time.

Put Onus On Manufacturer.

As far as the manufacturers were concerned, it was felt that they should be responsible for any adulterated goods which the retailer may sell. That a retailer is held responsible for marketing baking powder or some such product which has been so badly made that it does not comply with the pure food law, was held to be ridiculous. It was rather the manufacturer of this line who should be dealt with.

Along this same line a resolution from Mortlach was read urging that every manufacturer of butter should put his personal stamp upon it. The consensus of opinion was that such action, while desirable, is practically impossible, as almost every grocer and general store man in the West is taking butter from a great number of farmers in his neighborhood, and to get all to stamp would be not only difficult, but would require a great deal of registering.

During the convention the members had the opportunity of inspecting two of Moose Jaw's largest plants—the Robin Hood Milling Co. where all saw wheat turned into flour, and where was seen the porridge oats in all its stages from the raw product to the finished cartons. Also the house of Gordon, Ironside & Fares Co., where the various processes were explained and where the visitors were tendered as souvenirs, little pails of lard—pails which looked from the outside to be filled with ice-cream for dessert, rather than lard for kitchen use.

The Discussion on Credits.

"Retail merchants, as a whole, are not conversant with the real costs of doing business," stated W. F. L. Edwards, of Regina, in commencing his address upon the question of Credits, on Tuesday afternoon. He proceeded to show that cost of merchandising includes not only the actual cost of the goods, but also rents, taxes, light, fuel, insurance, remuneration for the proprietor, interest on the wholesalers' accounts and interest on capital.

"Even if you own your own store," declared the speaker, "You should allow rent for this. If you are buying the store, you should not only charge yourself some rent, but count interest upon mortgage and agreement as a charge.

"Then," declared Mr. Edwards, "you must, to secure a right system, charge the business for your services as manager. Were you not there it would be necessary to pay $100.00 or $200.00 a month. You must take this charge into consideration in establishing a selling price for your goods—you want a selling price which will yield a real profit."

From this question of Costing Mr. Edwards hurried on to the subject of giving credit. At once an even greater interest was evinced by those present. It was quite evident that Mr. Edwards was touching upon disputed points—how wide, the diversity of opinion was shown in the subsequent discussion. Many grounds were taken—from President Bole's belief in hard cash business, and hard cash business only, to the belief of others, that credit is absolutely necessary. There was, however, a general feeling, that credit must be limited—given only to what might be called a preferred list.

Merchant Should Not Be Banker.

Mr. Edwards did not believe it is really necessary for customers to seek credit. All, he thought, could find the money to pay for their necessities. Yet while practically all desired to do a cash business, many there are who regard the step as out of the question for a time at least.

"But," said Mr. Edwards, pursuing this point, "why should you carry a farmer along? If the man is a good risk why should he not get money from the banker and pay you? It seems to me the proper condition is now inverted. You go to the bank and raise money to carry the customer."

In cases where credit appears absolutely necessary the need of great care in giving this credit, and in making collections, was emphasized. Mr. Edwards gave it as his opinion that 10 per cent. of every dollar put on the books could be immediately struck off for bad debts. "I doubt," he concluded, "if there is one man here who would not now accept 65 cents on the dollar for the book accounts. If so, you are losing just 35 per cent. The need of a cash business, or of a very carefully regulated credit business, is therefore apparent."

RESOLUTION GOVERNING CREDITS.

The matter of credit brought out in a number of addresses was crystallized in a motion by Mr. Krass of Rouleau, and Mr. Healy of Bridgeford, as follows:—"That in the opinion of the members. it would be a wise course for retailers to adopt the principle of requiring a financial statement from persons seeking credit, and that such steps be taken as are necessary to secure the same recourse as banks possess in similar cases."

Careful Credit System Uheld.

"We would all like to conduct a cash business," said J. L. S. Hutchinson, of Saskatoon, in opening a very keen discussion, "but it simply can't be done. It is an impossibility in this country. Why do the manufacturers and wholesales give credit if the other system is so superior? They all give credit."

Mr. Arden of Saskatoon, was just a little skeptical of the results which would follow a hard stand for the proper margin of profit. "Most of us face competition," he stated. "Some of it is poor competition, and while we try to sell our goods on a basis which includes overhead expenses, our competitors do not, and they get away with the business. Mr. Edwards will say the actions of these men will effect their own cure, but somehow or other they keep on, and some of them do well.

"I wouldn't accept 65c on the dollar for my book accounts continued Mr. Arden with a smile, "I would want 75c at least. If we were universally agreed to establish a cash business, that might be possible, but to get that united front is impossible."

"I consider the cash system the only one," declared Mr. Healey of Bridgeford. "There's no use saying it is impossible. It is no such thing. We determined last November to establish a cash business. All the merchants in our district did. We have done a cash business since. I have not done as much business as the year before, but neither has anyone else. I do not think we have lost a thing because of our cash system, and we have the money for the goods sold. Moreover, while I had not a great amount on the books when we turned to a cash system, I would gladly have taken 65 cents on the dollar for these accounts."

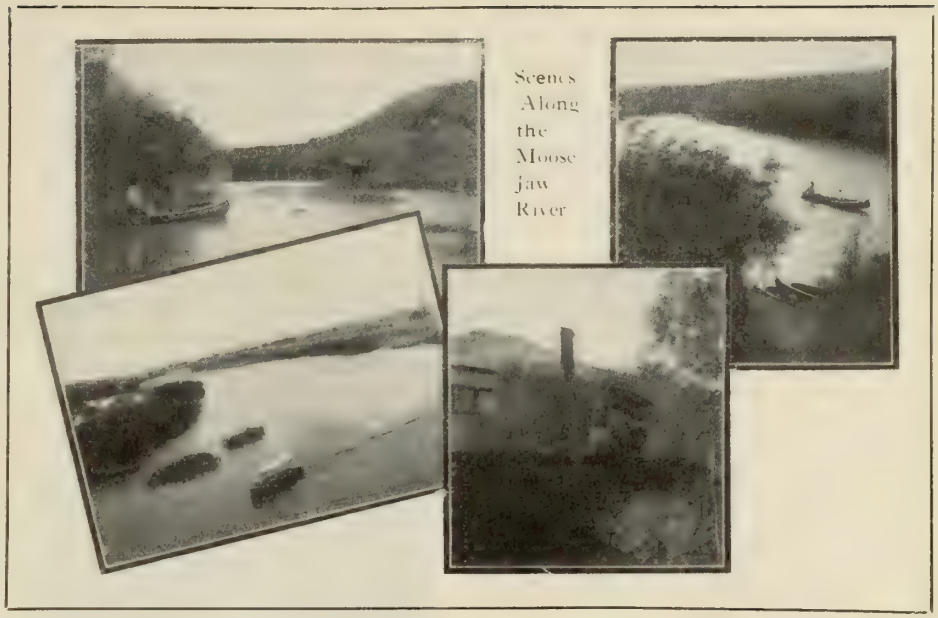
"You certainly have the right system, if it is feasible in your community," commented Mr. Hutchinson, "but I hope it is a real cash system. They think they are all doing cash business in North Battleford, but they are not. They are simply limiting their credit to a preferred list. It is a good step, but not what I call cash."

Slow Music and No Flowers.

Mr. Arden here introduced a new aspect: "Isn't indiscriminate buying," he asked "almost as disastrous as indiscriminate credit?"

The general opinion was that indiscriminate buying brings great trouble—but if it goes hand in hand with indiscriminate credit—well, then it is slow music and no flowers.

A couple of instances of the value rendered by the Retail Merchants' Association were here given. Mr. Hutchinson told of a man coming in for a rifle on Monday last. He found, from the Retail Merchants' Association, which now has pretty complete information as to the way people pay their bills, that this man's credit was E. Result—Well Mr. Hutchinson has that $35.00 rifle in stock, instead of a $35.00 debit entry on his books.



Scenes Along the Moose Jaw River

Striking Case of Co-operation.

Mr. Arden told of giving a rather high quotation for work to a doubtful buyer, and of warning the other dealer to whom this customer said he would go, that the customer was bad pay. "My fellow business man," said Mr. Arden, "quoted a price, but refused to sell except for cash. He got a check, therefore, got this marked, and then came in and gave me $5.00."

Do people turn from cash to credit? W. J. White, Eyebrow, thought yes. He stated that several people had told him they got no advantage from paying cash, and were going to take credit thereafter. "Should there not," asked Mr. White, "be a difference between the credit price and the cash price?"

Mr. Haywood stated, in reply, that he had offered 10 per cent. off for cash, but that even this did not bring out money. Mr. Hutchinson, on the other hand, has given this discount on all but a few lines for over a year now, and states he would not abandon the discount for anything. "We sent out our statements about the 15th," said Mr. Hutchinson, "and on each bill is marked the amount upon which 10 per cent. is to be allowed. This certainly brings in the money."

"Is it wise," asked A. E. Jones, "to give discount after 30 days. Haven't you assumed the risk by carrying the accounts that long?

Mr. Cummings of Truax, here got after the banks, declaring these have now refused to accept a good farmer's note, unless it endorsed by the merchant. "A farmer," said Mr. Cummings, "can't get money from the bank in our district. How can we possibly get cash from him?"

The president of the association, Mr. Bole, refused to speak on any length on this subject of credits—although many called for his opinion some laughingly saying they wanted another scolding for doing a credit business, such as they got at Regina last year. "I will say this, though," remarked Mr. Bole, "I would go into any district in Saskatchewan, run a cash business, and I would shortly get my share of the trade. The cash system is the winning system. I think we all realize that, and more than ever I think we will all strive to attain this happy state."

The Expense of Leakages.

The Cost of Doing Business was the subject allotted to J. L. S. Hutchinson, who said that the Irishman's definition, that "the cost of a man's business is everything that it costs him," is the best explanation he could give. Cost cannot be arrived at in any haphazard way. It needs careful bookkeeping. He spoke of a number of ways in which accounts had been subdivided in his own store in Saskatoon. There is a section for taxes, for insurance, for lighting. "I have a complete tab on my business," said Mr. Hutchinson, "and know very readily when too much is being spent, and where it is being spent."

"There is one expense," continued the speaker, "often overlooked. I have overlooked it in the past. It is the expense of leakages. I would like to see every retailer have a daily statement of his gross profits, for this is of great assistance in enabling the detection of

leakages. The larger the city—the larger the business—usually the larger the leaks."

Continuing, Mr. Hutchinson told of a rude awakening he had received when he found recently that his profits were not nearly what he expected they would be. "Put a detective on," advised one of his friends. At first Mr. Hutchinson thought this seemed rather a cold-blooded step to take, but as it was very evident something was wrong, a detective was put in the store, and in less than a month, three of his supposedly best men were dismissed. "I would not like to say what they had taken," remarked Mr. Hutchinson, "but if I had not had figures tabulated under various heads, I would never have realized what was going on."

Continuing, Mr. Hutchinson spoke of the question of profit. Usually a hardwareman wants to get 10 per cent. His cost of doing business will be somewhere between 11 and 25 per cent., but to reach this 25% it is necessary to mark up full 33% on the cost price.

Weighing Incoming Goods.

In discussing this address, Mr. Edmunds brought up the need of weighing goods as they arrive. "If this weight is not checked," he said, "there is sure to be a loss. Moreover, goods are often pilfered in transit.

"I know," he continued, "that these are small losses, but often it is the great number of these small losses which eat into the profits."

"When you are taking stock," asked Mr. Sprole, "do you mark down the value of goods which are left over?"

"No," answered Mr. Hutchinson, "I put them in on the stock sheets at the purchase price. There are some which we will have to sell a little below cost, but the average is right."

"Well," remarked Mr. Williams of Moose Jaw, "I mark down the value of our goods at stock-taking. I do not think the depreciation of 1913 should be carried over to 1914."

It is very evident, as Mr. Hutchinson said, that such marking down for depreciation is necessary in perishable lines, but not so necessary in hardware. The general opinion, however, was that in taking stock, men should estimate the present value of goods and give them this value.

A. McGraw of Yellow Grass told of a car of cement which had become wet through a defective roof. "How would you deal with that?" he asked. "Well," said Mr. Hutchinson, "that would come among the leaks."

Another one of these leaks was brought out by S. D. McMicken of Moose Jaw. "In 1912," he said, "I was doing a great business, yet I had discovered I had made less by $2,000 than in 1913 when I had a much smaller business. On estimating I found hams going out, teas going out, almost everything going out. I determined to have all deliveries after that from one door."

Mr. Hutchinson suggested that it would be wise to check up the delivery man at irregular intervals, so that they would be very well aware that what they were doing was being watched. "C.O.D. orders," he said, "also required a great deal of attention, or there would be heavy losses in this department."

Canadian Banking System.

Banks, a subject in which all are interested just now, were dealt with Tuesday evening, when C. O. Hodgkins, manager of the Sterling Bank, Regina, told of the Canadian system.

W. W. COOPER,
of the W. W. Cooper Co., Swift Current, Sask., elected First Vice-President of the Association.

The government regulations, requiring at least $250,000, paid-up capital, Mr. Hodgkins considered very wise. He also spoke of other laws governing banks. "You may find some of these laws irksome," he said, but you must remember they are for your protection as well as for the protection of others."

Canadian banks are banks of issue, banks of deposit, and banks of discount. They issue bills, which are nothing more or less than promises to pay them. They take care of deposits. In this connection Mr. Hodgkins stated that in Western Canada, there are comparatively few savings accounts. Farmers when they have a few dollars are inclined to buy more land. Sometimes they buy too much land, and it would be better for them to have a savings account.

"Very few children have savings accounts. That is another strange thing about the West. Parents can help in remedying this. The spirit of thrift is necessary. There has not been much of it in the West, but there is going to be."

Proceeding, Mr. Hodgkins spoke of loans. "It is your money that banks loan," he stated, "and to protect your money, they loan on such terms as will enable them to call the loans speedily. Real estate has never been considered a liquid asset, and so it would be unwise to loan on this."

Reserves, Mr. Hodgkins pointed out, lead people sometimes to say that the bank is keeping its money in the vaults and won't loan. The money is kept to safeguard the depositors. "If banks were run as some people would run them, you would go over to the bank to-morrow and find no funds."

As regards borrowing he gave a general idea of how bankers size up a man before giving or rejecting a loan. Antecedents, character, means, ability, occupation—all these things are thought of. Then the way a man is running his business is considered too.

Here Mr. Hodgkins advised all thinking of branching out in business to consult their banker. The banker knows general conditions and can invariably be of assistance.

Dealing with another aspect of the retailers' financing, the speaker urged having a chartered accountant make a report once a year at least. The money expended is well expended.

Ability to pay back, competition which may be encountered—these, and the balance of a man, are of vital importance to the bank in determining whether or not they will loan the funds which have been placed with them.

Starting the discussion, Mr. Agnew of Prince Albert, stated that there are bankers of all kinds in Western Canada—perhaps the largest class being the retail merchant, who supplies the farmer loans in goods. Should not the bank loan to these farmers? he asked.

"Well," answered Mr. Hodgkins, "I think farmers are rarely refused—except quarter section men, and the exemption laws are such that here there is really no security."

Another question was as to the new law enabling banks to loan upon crops. This, Mr. Hodgkins thought good, except that banks might be a little hesitant in taking this security, owing to the difficulty in watching the grain.

Question of Collateral Securities.

"Collateral securities," were treated by Mr. Turnbull of Regina, who commenced his remarks by stating that this was the one thing the retailer should keep away from.

Mr. Turnbull agreed with remarks previously made to the effect that the retailers are the bankers of the farmer. "You shouldn't be," he said. "You

(Continued on page 34).

Splendid Trade Opportunities in Olive Oil

A Food That Should be Pushed More Strongly Because of Its High Culinary and Medicinal Qualities—A Tissue-Builder and a Corrective for the System — How Some Dealers Are Boosting Sales.

FROM time immemorial the olive has been cultivated on the shores of the Mediterranean Sea and its values were well known to the ancients. Appreciated no less in modern times, its culture now forms one of the most important industries in many of those European countries as well as in the State of California. The use of the pickled fruit and the oil as food products is widespread, but the use of the latter in this country, when compared with that in other countries, is very small and there is no doubt that a great opportunity exists for increasing the sale of this article, if only proper methods are used, and the public is made to realize the advantages of using pure olive oil in the home. Note the word pure. There are few articles more subject to adulteration than olive oil, and just here a word as to the manufacture of the genuine article.

The ripe olives are first ground to a pulp between granite millstones, which are set wide enough so as not to crush the kernel. The pulp is then put in bags and pressed, the oil running out into a cistern of clean water where it floats till required. This oil from the first pressing is called vergin oil and should be of a slightly yellow or straw-colored tint, with a delicate nut-like taste, and little or no odor. The oil obtained by a second or third pressure is of inferior quality, and sometimes contains particles of the kernel or the skin. It is here that adulterants such as rape, hemp, and other vegetable oils are used, and even mineral oil sometimes, which later being indigestible is quite unfit for food. Perhaps the most simple test for purity is to shake the bottle when the adulterated oil will retain the air bubbles much more readily than will the pure. The facility with which olive oil can be kept in good condition for a long time is very great, although cold storage is undoubtedly the best method, as heat and light are apt to injure the quality and color.

A Splendid Tissue Builder.

Being highly nutritive, olive oil is often regarded as more wholesome than animal fats and even as delicate as cream. It is a real tissue builder and is an easily digested fat which makes blood, fat and weight and is nearly 100 per cent. nutriment. In fact two tablespoonfuls of pure olive oil are said to impart more nourishment than a pound of meat. In many countries it is used in place of meat. Many athletes find its use very beneficial both internally and externally for rubs.

As is generally known, fat is a very necessary article of diet for the human race. We must supply lubricants to the human machine to prevent the joints and hinges getting creaky and stiff and to keep the pot-holes and wrinkles from coming before their time. These lubricants may be taken both internally and externally.

Its Medicinal Qualities.

The medicinal values of olive oil are well known. For teething, nervous, fretful babies an external application is very good. Internally it will alleviate if not correct intestinal affections such as diarrhoea, dysentery, colicky pains or constipation. Appendicitis is frequently relieved by its use as also are bladder and kidney troubles, and pure olive oil is said to be the only substance that can be taken into the stomach that will actually dissolve gall stones. For tubercular troubles it is also helpful and for burns and scalds its efficiency is well known. In most cases of poisoning liberal doses of pure olive oil are a safe and efficacious antidote.

Another property which is unknown to many is that pure olive oil applied to the scalp with a circular massage movement and followed by washing with lukewarm water and castile soap will cure dandruff and prevent baldness.

In the Kitchen and on the Table.

In the kitchen it can be used to much greater advantage by the housewife than is the case at present.

For frying doughnuts, fritters, potatoes, fish, etc., olive oil is a superior article. It is not absorbed by the articles cooked, nor does it lend to them any foreign or greasy flavor, and what is more it can be used more than once, as after all deep frying it should be strained and put away in a bottle for subsequent use. There is something that should recommend it to the economical housewife. Moreover when treated with salt, pepper and vinegar it makes a very pleasant yet easily prepared salad dressing.

On the table it may be used in a variety of ways, on bread with a little sprinkling of salt it is excellent and when mixed in proper proportions with honey or maple syrup it makes a splendid dressing for cereals

Continued on page 49.

Try Olive Oil For Some Of Your Cooking

Do you know that Olive Oil is one the most wholesome and health-giving foods you can use? It is a corrective for complaints from the digestive organs, and if taken consistently will be found of wonderful benefit to the entire system. In the kitchen you can use it for frying potatoes, doughnuts, fritters, fish, etc., and it can be used over and over again. For Salads it is universally recognized as a dressing that is most healthful and easily taken, once the taste is acquired.

Come in and look over our stock. We guarantee you as pure an Olive Oil as can be produced, and we will explain further uses of this splendid food.

You have your choice of pints or bottles at 50 cents and a dollar respectively, or gallons if you wish.

JOHN HENRY

'Phone 874 16 Market St.

A suggestion for an Olive Oil ad. that should bring some inquiries from the housewife.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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TORONTO, APRIL 3, 1914

A PROFITABLE CONVENTION.

THE PRESENCE OF 400 hard-headed business men at Moose Jaw last week, attending the annual convention of the Retail Merchants' Association of Saskatchewan, indicates that the problems of the Western retailer are pressing and that the trade is striving strenuously to solve them. This was a large convention. It looks as if the West is more aggressive from the standpoint of organization than the East. Four hundred men is quite an army—from a business standpoint—and the deliberations set forth by our own correspondent in this issue are worth the careful perusal of every member of the trade.

One does not have to read far in this report to see that Credits is one of the biggest questions in the West. Apparently quite a lot of money has been lost by giving indiscriminate credit, and, as this has been common all over the country, the trade will find some valuable hints from the discussion.

Addresses and the subsequent discussion on Costing, Banking, Borrowing, etc., served admirably to develop the knowledge on these things, and they will surely tend to make better and more careful business men of all who heard them. Some merchants make the claim that there is nothing beneficial in organization. But surely a study of the questions considered and the points involved, as contained in the report, will convince the most skeptical that there is something more for us all to learn.

DESTRUCTION OF THE FLY.

RATHER STARTLING STATISTICS were presented in an article in last week's issue on the rapidity with which the dangerous housefly reproduces. One healthy, normal fly—and they are all apparently the picture of health—that emerges safely from winter quarters, means that before the summer wanes there will be a million or more from that one ancestral stem.

Some one has said that the greatest exponent of the multiplication table is the guinea pig. But surely the housefly deserves the honor—or rather, the distinction.

From a health standpoint the fly is undoubtedly dangerous and it lies within the power of the retail grocer to greatly lessen the evil results. He stocks the destroyer that kills the fly; and now that the season has almost arrived for the reappearance of the pest, he should look to his stock. The time to sell fly destroyers is not in midsummer when the numbers have reached countless proportions, but now when the handful of flies that have braved the rigors of winter can be easily killed. A hundred flies destroyed now means millions and millions less in August. The housewife should be informed of this, and when she once realizes it, the dealer should have little difficulty selling her fly destroyers now.

NO NEED TO WORRY.

CANADIAN RETAIL FIRMS who buy in the British markets have not, in the past few years, found it so easy to get extensions as their accounts fell due as they did in the olden days. The new conditions have been more severely felt in the last few months when business and payments have been quieter in Canada. Because of the long credits easier terms and generally generous treatment many firms in this country got into the habit of leaning on British firms. They have felt that as money was more plentiful in Europe the houses here could afford to wait and Canadian houses were more promptly paid. In the past ten years many British firms have been changed from private to joint stock concerns. The personal and sentimental element has disappeared and in its place has come a strictly business credit and collection department.

On the whole this is much better for us. It is a discipline that will help to make us better business men, in that it will make us more careful buyers and more energetic collectors of accounts owing us. The final result will be that we will do perhaps somewhat smaller volume of business but make a greater net profit, which is what we are all after.

There has been more anxiety than usual among British shippers to Canada as to conditions in the Dominion. We can assure them that if they have been careful in the selection of their customers they can feel perfectly safe. The leading firms in Canada are to-day in a sounder financial condition than in many years. Business has been quieter, but merchants have been most cautious, have economized, and have been most careful in their purchases, their credits and their collections. Finally, we think there has been a marked improvement in the underlying conditions in the past ten days, but all business should go carefully, but aggressively, until the outcome of the 1914 crop is known.

RESULTS OF LARD ANALYSIS.

THE DEPARTMENT OF INLAND Revenue recently concluded the analysis of 243 samples of lard and lard substitutes. Out of 157 sold as lard, 145 were found to be genuine, 5 adulterated, and 7 were doubtful. The chief reasons why adulteration was charged against some of the samples were that some contained cotton-seed oil, and the others contained small percentages of water. One sample, the report says, was sold as lard, but the vendor declared its compound character after the sale.

"It is doubtful," affirms Chief Analyst A. McGill, "whether this should relieve him of the charge of adulteration."

Of 46 samples of compound lard, 43 were genuine and 3 adulterated, the adulteration in each case consisting of water.

Forty samples were sold by various names, not as lard. Two of these were judged to be adulterated, inasmuch as they contained an excess of water and of mineral solids, among the latter being found traces of nickel, a metal which the analyst says is poisonous.

THE BUSINESS OUTLOOK.

AS SPRING APPROACHES, the trade situation begins to take on a more hopeful outlook. The winter has been passed successfully with no appreciable let-up as compared with other years in turnover of staple foodstuffs. The fact has been emphasized to us all that people still have to eat sufficient to keep the body in a normal condition, and from the majority of aggressive merchants and manufacturers come the report that business has gone ahead. Here, again, we find a reason. The man who goes after the business energetically and persistently by the various forms of good advertising is the man who feels the least the pinch of a trade depression.

One of our own representatives, writing from Lethbridge, Alta., reviews the Western crop outlook optimistically, as follows:—

"It is rather early yet to speculate on the chances of this year's harvest, but at the present time things look very favorable.

"In Alberta, spring is coming on very early and some farmers are already sowing, but not many yet. A number, however, are on the land getting it in shape for the seed. One very favorable factor in the situation this season is the fact that last fall, owing to the fine weather that prevailed, there was 10 per cent. more plowing done than there has been for two seasons past. This fact in itself under ordinary conditions goes a long way towards insuring a good crop.

"Through most of Alberta, there has been a very large increase in the amount of live stock kept by the farmers, especially hogs. Recently an American buyer came to Lethbridge in search of $15,000 worth of hogs and secured them quite easily in a very short time. Two or three years ago it would have taken quite a search to have found as many for immediate shipment.

"There is a mild blizzard of snow and wind to-day, March 24th. Farmers say it means much for the season's crops."

It is satisfactory to note that Canada's exports are gradually moving toward a closer approximation to the amount of imports. This is no doubt due to the changes in the United States tariff. How these changes will eventually affect the Dominion is becoming apparent, and our information is to the effect that the changes will direct industrial enterprise towards the Dominion. During the present year, if trade in the United States improves, we are confident that the effect on Canada will be very marked.

NEW COLD STORAGE BILL.

RETAIL STORES WILL NOT be included in the Dominion Governments Cold-Storage Warehouse Bill which will be introduced in the Commons at an early date. The new legislation gives to the Governor-in-Council power from time to time to make such regulations as are deemed necessary to provide for a supervision of all cold-storage warehouses. These regulations may provide for the licensing of all such warehouses, for their inspection and for a system of periodic and special reports by owners showing the quantities in storage of the several articles of food. They may also provide for limiting the several periods of time during which the respective articles of food may be held in cold-storage, for the inspection of food products before they are placed in cold-storage warehouses, while they are in such warehouses, and when they are removed therefrom, and for the labeling and marking of food products or packages of food products when placed in storage and when removed therefrom for sale.

The Minister has power to appoint inspectors and other officers for the carrying out of the provisions of the act, and then regulations which are made. These inspectors or officers may enter any cold-storage warehouse for the purpose of making an inspection, and all assistance and information available shall be placed at their disposal.

The provisions of the act shall not be construed as applying to refrigerator rooms in connection with hotels, restaurants, retail shops, private houses or manufacturing establishments other than packing houses.

For contravention of the provisions of the act a fine not exceeding $200 or imprisonment for a term of six months or both fine and imprisonment are provided.

EDITORIAL NOTES.

ONCE EGGS HIT the toboggan slide, they go down with a bang.

* * *

THE ADVENT OF SPRING brings with it a better business outlook.

* * *

EVERY MAN BEFORE deciding to open a new business, should be positive there is room for him.

* * *

NO BETTER LINE COULD be pushed now than canned goods—prices are low and the contents are wholesome.

* * *

THE GOOD THINGS FOR the Spring Sales Number of April 17 continue to arrive from merchants and clerks. Watch for the big issue.

* * *

ENCOURAGE YOUR ASSISTANTS to offer suggestions. They will come forward with good ones and every time you adopt one, the assistant who made it will be all the more enthusiastic in business.

* * *

SASKATCHEWAN MERCHANTS, it can safely be said, will not lose as much money in bad accounts in the future as in the past. Dealers in other Provinces will benefit from a study of their convention proceedings.

Wit, Wisdom and Song at Grocers' Banquet

Almost 200 Guests in Attendance, Including Representatives of the Trade From Hamilton, London and Brantford—Grocers' Are Keen on the Scent for Garnishee Amendment—Talk on Best Methods of Advertising a Business.

Reported by Staff Representative

Toronto, April 1. — It was a happy gathering of grocers and their friends that assembled about the banquet board on Wednesday evening last on the occasion of the annual dinner of the Toronto Retail Grocers' Association. Some one hundred and seventy were in attendance. Included in the bill of fare there was not only a many course luncheon, but an entertainment of music, song and ventriloquism, and oratorical discourses of wit and wisdom that kept an interested crowd up to one o'clock in the morning.

Matters affecting the general good of the trade of the province were discussed, and particularly hopeful was the outlook for the passing of an amendment to the garnishee law. The trade is thoroughly aroused over this and are pushing it strongly towards what they expect to be a successful conclusion. The Ontario R.G.A. looks forward to a big attendance at their convention this month to further press home the matter to the Ontario Legislature.

President Neil Carmichael presided over the gathering, and he has good reason to feel proud over the success of the entire function. At the head table with him sat D. W. Clark, president of the Ontario R.G.A.; Vice-President David Bell, of the Toronto association, Secretary F. C. Thorne, Bailey Snow, Harry Macdonald, Thornton Purkis, Ald. A. Macguire, Ald. David Spence, and Sidney Owthwaite, the latter representing McVitie & Price, an Old Country biscuit firm, and others.

When the last of the dinner had been served and the King toasted befittingly, President Carmichael started the ball a-rolling.

Some Straight Talk.

Ald. Macguire responded to the toast to "Our City and Country," in a stirring address punctuated with applause. In referring to the lot of the retailer particularly, he deplored the conditions existing that permitted people to get the sustaining goods of life for which they did not pay. "You're absolutely behind the time," declared the alderman. "It's beyond me why you grocers of the city, and province and Dominion, do not force the people to pay for what they eat. Your associations are to blame for not being more aggressive. Manufacturers

NEIL CARMICHAEL,
President of the R.G.A., who presided at the banquet

you may be sure, are always on the lookout for legislation for their own benefit and why shouldn't you grocers do the same."

The speaker tipped it off to the grocers that this is the year to go after what they wanted from the city council. "Almost any deputation that comes along these days," he said, "is getting what it goes for."

Business Building Methods.

"Courtesy," "Cleanliness," "Co-operation," and "Limited Credit," were the four subjects dealt with in an address by Thornton Purkis, of J. J. Gibbons Advertising Agency, on the subject of "How the grocer can best advertise himself."

"The grocer," he remarked, "is a wonderful factor in modern living. He is the community clearing house for 50 per cent. of the average weekly wages of every community. But the percentage of failures is large and for various reasons. The real principles as I see them governing success are courtesy, cleanliness, co-operation and limited credits.

"Courtesy costs nothing—that's why it's the most expensive thing to do without. Women are vain; you can sell her always on her vanity, and courtesy is the only judicious way of appealing to her vanity. Some clerks in the larger stores are not courteous. They're too fresh and when they do not make a sale they wonder why the customer walks out. They should take a tip from the barber, who no matter how many are waiting, always greets you with a smile and says 'you're next.' Many a clerk and grocer when they are busy never attempt to induce a newcomer to wait until she can be served. In a good many stores some do not even have a chair on which a woman can sit down while she is waiting—if you can only get a woman to sit down you can always get an order from her. That's advertising. In courtesy the retail grocer has the pull over the big department and chain store.

"Cleanliness is another cardinal principle. In my observations I have noticed that most grocery stores are clean. But the majority do not know how to dress their windows to get the most out of them. The window is the most valuable advertising asset you've got, yet not more than one in ten know how to dress it properly."

Mr. Purkis also suggested that in muddy weather, like that we have had this spring already, it was essential that the crossings in the vicinity of the store should be kept clean, as well as the floors.

"The clerk," he submitted, "has a lot to do with the successful advertising of the store from the standpoint of cleanliness. Where you see a clerk with dirty finger-nails and in need of a shave you can count on it that he is not advertising the store the right way." He believed, too, that all goods subject to deterioration from dust and dirt should not be exposed to the air.

Himself to Blame.

"The grocer who foolishly gives credit," he said, dealing with the limitations on the size to which accounts should be allowed to run, "has no one but himself to blame for his bad debts. Toronto is a city of wage earners. When a grocer allows the wife of a wage earner to run up a bill over a week, he is simply encouraging that woman to go somewhere else—the grocer should not be a banker, but a grocer. This is where co-operation comes in—co-operation is needed among the trade to prevent these

debts.'' In conclusion the speaker urged the trade to make use of the literature manufacturers sent them from time to time and to see that the manufacturer put the dealer's name on it.

Appeal From Ontario President.

In proposing the toast to ''Our Guests and Sister Associations,'' D. W. Clark referred to the work the Ontario Retail Grocers' Association was doing to try to get the passing of the amendment to the Garnishee Law, and hoped that at the annual convention on April 14 and 15 something tangible in the way of progress would be presented. He urged all to be present on that occasion, for without numbers little progress could be made. ''We want your help,'' added Mr. Clark.

The Oration of ''Bay'' Hill.

Some people go to churches for oratory. Others maintain that the lecturer who visits us from time to time and talks on the North or South Pole; Why Grandfathers Leave the Farm, or the Cost of High Living, has a monopoly on the subtle combinations of the words that our good friend Webster gathered together. Still there are others who imagine that all masterpieces of oratorical effusions are bottled up in our Houses of Parliament. But all these are among those who don't know. Let them ask the grocers who have heard ''Bay'' Hill of Hamilton. To a man they will tell you that there are few who excel the secretary of the association in the Ambitious City. In one and the same speech he arouses your ire by telling you that Hamilton soon expects to annex Toronto; then he tells you that the members of the grocery trade are fools for selling oat hulls, corn cobs and baled hay and eating it themselves; next he gains your approval by telling you that you must ''can'' the customer or the customer will ''can'' you. Yet before he concludes, and in the stillness of a solemn declaration, he elaborates on the ''complex, tangled web of life,'' and thrusts home the fact that the greatest thing in life is to love and be loved. What more glorious epitaph than this, he asks: ''He Loved; He Was Loved.'' And then you applaud.

Mr. Hill was responding to the toast to Our Visitors, when he delivered this peroration. Well, if you didn't attend the banquet you missed a treat.

Loves the Fun, But, Oh, You Work!

W. J. Mellen spoke for the Brantford Association. While he enjoyed the preliminary portion of the programme—the dinner, the music and song—yet he was still more interested in the work the grocers had before them in getting the amendment to the Garnishee Law. He was one of those who had been up to the Parliament Buildings that day and he considered the prospects very bright. ''I am in favor of keeping this association going,'' he said, ''until we get the reforms to which we are entitled. There are more attacks on the middleman than on any other class in the community, and we are altogether too easy in letting these go from year to year.''

London Grocers Strong.

The strength of the London Retail Grocers' Association was set forth in the reply to this toast by President Harry Ranahan. ''Our association,'' he said, ''is a real live wire. Out of 203 grocers in the city we have 166 in our organization. There is nothing we make up our minds to go after that we cannot get.'' He, too, hoped that at the convention all the members would turn out and help get the provincial and Dominion legislation the Ontario body was after.

E. Hawes, of Toronto, and Sidney Owthwaite were the respondents to the toast to the Manufacturers. The former was secretary of the Toronto R.G.A. some years ago when the Trading Stamp Act was put out of business. Mr. Owthwaite is an Old Country man, who at one time was secretary of the Bradford Retail Grocers' Association and who was a much interested individual in the Institute of Certificated Grocers of Great Britain which Canadian Grocer described fully more than a year ago. He suggested that the associations take up education in a technical sense of the store assistants, claiming that this would help place the trade on a higher plane.

The Need of Organization.

In responding to the toast to the Retail Trade, Our Association, J. C. Bond referred to the fact that the Toronto

Flashlight photo of the banqueters. At the head table will be noticed Harry Macdonald, J. Davidson, B. Snow, F. C. Thorne, T. Purkis, D. W. Clark, Pres. N. Carmichael, Ald. A. Maguire, Ald. D. Spence, and Sidney Owthwaite. The London, Brantford and Hamilton delegations are just in front and towards the centre. A carnation hides part of W. J. Mellen's face. Note the banner on the far wall.

association had now weathered the storms for some 28 years. "It is by organization only," he said, "that we can carry into effect any legislation that we may from time to time deem it advisable to go after. We can get it by co-operation. We unite at our association meetings not to combine to advance prices but to talk over conditions in the trade and to carry out reforms for it's betterment."

The toast to the Trade Journals was responded to W. J. Bryans and B. T. Huston, and the Ladies (God Bless them), were looked after by David Bell and Mr. Elliott, of Red Rose Tea, both of whom, although they at first pleaded ignorance of the subject, dilated to a considerable extent on the prowess of the fair sex.

The entertainment this year was a feature, and a credit to the committee that arranged it. Jules Brazil presided at the piano and presented in addition some of his piano monologue stunts, for which he is so well known. Will J. White's Roll of Honor song was particularly well received, and John A. Kelly, ventriloquist, introduced something novel so far as the grocers' annual banquet is concerned.

Visitors From Western Ontario.

London sent the following representatives: Pres. Harry Ranahan, Thos. Shaw, and Adam Palmer. From Brantford came Pres. John Kew, W. J. Mellen and George Bickle, and the Hamilton deputation included Pres. J. M. Semmens, John Knox and M. R. Hill.

The walls of the dining room were appropriately decorated behind the president's table with paintings of groups of groceries while on the side wall was painted an attractive banner bearing the name of the association and a humorous sketch in which the Quaker man and Sunny Jim discuss a dietetic problem. This will be recognized in the accompanying flash-light picture of the gathering. Although W. C. Miller was not present, having gone to Ottawa that night on work in connection with the Ontario R. G. A., his handiwork could be seen in the arrangement of the programme where each toast was described poetically in the vernacular of the grocery trade.

The gathering dispersed at about one o'clock, with the understanding that all members of the trade should meet again at the Temple Building on Tuesday, April 14, the opening day of the convention.

BANQUET BRIEFS.

"On to the Convention" was the slogan of the trade.

* * *

"The grocers will fight and the grocers will be right." So runs the refrain in regard to the amendment to the garnishee amendment.

* * *

Socrates, Gladstone, et al, had nothing on "Bay" Hill when he unraveled the complex, tangled web of life to arrive at the source of all true happiness—to love and be loved.

* * *

The card tables were pounded pretty hard prior to the opening of the banquet doors.

* * *

The London association evidently "takes the cake" in percentage of members to the entire number of grocers in the city.

* * *

On account of the absence of Bailey Snow's pepper chocolates, the speakers put some ginger into their talks.

* * *

"The handwriting on the wall," made a very appropriate setting for the grocers' banquet.

* * *

No doubt the Toronto City Council will have to deal with a few deputations this year. Anything they want they can get, so Ald. Maguire says.

* * *

Controller Church and Ald. David Spence had to go to Ottawa to see about some ditch deepenings and hydro-radials, and so couldn't address the banqueters. However, if they get what they went after, the good will come indirectly.

* * *

David Bell always pleads ignorance of the charms of the ladies, yet his subsequent expressions of opinion tell otherwise.

* * *

"Dad" Mellen, of Brantford, is always on the job. Although it is a considerable jaunt from the Telephone City, he would have come even if he had had to follow the ties.

* * *

The song sheets included everybody's favorite song, so everybody sang.

MOOSE JAW CONVENTION REPORT

(Continued from page 29.)

should educate your customers to pay, if not cash, at least promptly. In your banking you don't proceed with the care that Mr. Hodgkins has outlined. Many of you have given credit—really loans to every Tom, Dick and Harry.

"Collateral security is security for the fulfillment of a contract, and the best way to make it unnecessary—and to make it unnecessary is the aim—is to keep close tab of credit

"Your best security," continued Mr. Turnbull, "is the man—his real characteristics. Then the dealer's personality counts. If you have a reputation for not taking advantage of farmers, they will give the collateral security when asked."

Proceeding, Mr. Turnbull took up one by one the classes of securities which dealers might meet. A formidable line-up it was,—yet the questions asked later indicated that even more varied have been the securities taken by some Saskatchewan dealers.

Promissory notes, Mr. Turnbull thought fairly satisfactory. It is easier to force payment with these, than with nothing but book debts—for their sale and delievery of every item has to be proven which in case of a large establishment is rather a difficult thing to do.

Moreover, as Mr. Turnbull pointed out, the promissory note makes the customer pay interest for what he owes. "Every one else exacts interest, and you might as well get it too."

But it was shown that this interest is not altogether simple to get. If allowed to become overdue notes cease to bear the rate called for but only the legal interest of five per cent., unless a clause providing for the continuance of the interest is inserted.

Promissory notes, too, are in a sense valuable because they are negotiable, and can be given as security for the dealer's accounts.

The best security, and as Mr. Turnbull also assured the delegates, the hardest to get is a mortgage on real estate. The mortgage, once secured, should, however be immediately filed, as priority is not according to the date on the mortgage, but according to the time it was registered in the land titles office.

Mortgages are also available for collateral, because they may be assigned.

Speaking of chattel mortgage, Mr. Turnbull urged getting a lawyer, and a good one to draw these up. There are many points to be remembered in order to make such a mortgage incontestable. Besides all the legal points, careful details must be given to facilitate the recognition of property.

An instance of what may result from lack of care in drawing chattel mortgages was given. A lumberman as collateral security recently drew a chattel mortgage on a farmer's grain. He drew this incorrectly. Subsequently a machine man, as security, drew a bill of sale on the same grain. He too prepared the paper incorrectly, but he did what the other man overlooked—he filed his bill. The lumberman, however, after the filing of the machine man's bill got possession of the crop and sold it. He is now being sued for recovery of moneys received.

One more bit of advice Mr. Turnbull gave before being called upon to answer a number of technical questions. "Don't," he said, "take a lien note except where you sell a man something. Only then is it good."

Parcel Post Should be Self-Sustaining.

Resolutions prepared by the committee appointed for that purpose on the opening day of the convention, resulted in discussion upon points of great interest to retailers at Wednesday morning's session. The advisability of establishing a Merchants' Mutual Fire Insurance Company was suggested, and the Canadian Credit Men's Asscoiation came in for some censure by reason of the methods this organization is said to follow in disposing of bankrupt stocks. It is interesting to note that in one of the resolution passed dealing with Parcel Post, the merchants placed themselves upon record as favoring the continuance of the recently adopted system, insisting only that this be self-sustained.

The question of fire insurance was brought up in motion moved by J. L. S. Hutchinson, of Saskatoon, and seconded by Mr. Evans, of Prince Albert. Mr. Hutchinson fairly belched forth figures, purporting to show that a co-operative company would result in a much better rate for the retailer. His idea is to have a certain premium guaranteed per year, but that later, when the cost of running the mutual company and the amount of the losses have been determined, a rebate could be given.

E. G. Agnew, of Prince Albert, thought that the banks might not favor policies taken by the mutual association. Mr. Frampton, of Biggar, held that the mutual company would be on the same footing as the other board companies when they once secured their charter. Mr. Arden, of Saskatoon, felt that the question could be definitely decided this year, and proposed the appointment of the committee to go thoroughly into the question and report to the convention of 1915.

More Privileges in Small Debt Court.

It was moved by Mr. Morrison, Moose Jaw, seconded by Mr. Evans, Outlook, that the executive board of the Saskatchewan Provincial Board of Retail Merchants' Association, Inc., be asked to take steps at the next session of the Legislature to see that the Small Debts Court Act is amended in the following four particulars:—

(a) That the limit should be raised from $50 to $100.

(b) That judgment when given may be executed against the lands of the defendant.

(c) That in each and every case where a defendant is summoned before a Justice of the Peace he shall be compelled to appear in person, or to give good reasons satisfactory to the J. P. as to his non-appearance; said appearance being required for the purpose of ascertaining said defendant's financial position.

(d) That it is expedient under this Act that any party to any action taken under this Act shall be obliged to furnish security for costs before an appeal is taken.

Mr. Evans, of Prince Albert, thought this resolution a splendid one, but felt that it did not go quite far enough, holding that the limit should be raised to $180 or $200. Even that was not high enough to suit Mr. Telford. He thought that the interests of the merchants would be best served by securing legislation enabling settlement of a debt up to $500 being effected before a justice of peace, providing both parties were willing.

For The Clerk As Well As The Merchant

Modern, practical methods, bright ideas, store kinks for increasing sales, window displays, store interiors, etc., continue to pour in from the East and the West for the big annual Spring Sales (Expansion) Number of Canadian Grocer.

In last week's issue a brief synopsis of some of the articles for the big number was given. Those were by no means them all. In fact they were not half the good things that merchants and clerks from the Atlantic to the Pacific have contributed.

PASS TO THE CLERKS.

A word to the dealer about his clerks:—

When you have looked carefully over your copy of the big Spring Number of Canadian Grocer, pass it along. Your salesmen will be just as much interested in it as you.

You noticed our Contest for Clerks announced some weeks ago. This was begun with the idea of stimulating the power of personal salesmanship. Several entries have been received for this contest, in each of which is clearly emphasized the Selling Power of the Dealer and his Staff. Your clerks will be interested in the results of this contest which will be included among the gems in the Spring Number, together with the articles they contribute.

The fact that your clerks read the contributions that win the prizes will make them more valuable to you. They cannot fail to put more ginger and life into their future conduct behind the counter.

Another article entitled "Influence of Teamwork on Sales' Expansion" will be just as beneficial to your salesmen as to you. It illustrates how the manager of a Winnipeg store conducts the work in a highly harmonious way because the sales' staff work together.

FINE WINDOW DISPLAY DEPARTMENT.

The window display department will in itself be an inspiration for every clerk. Some fine trims will be shown that have proven actual money-makers. The question is often asked, which produces the best results, a single line or a multiple display? Some twelve or more Canadian dealers give their views on this, referring to particular trims they have had that have produced good sales. Every clerk is a student of window display and this article is bound to give him pointers he will appreciate.

In his reminiscences of the grocery trade of 40 years ago, an old grocer presents some highly interesting information on days gone by. Prices and methods are compared with the present, showing that the clerk and dealer of four and more decades ago had no sinecure.

There will also be an article comparing wholesale prices with those existing to-day on staple articles. This will delve into the past as far back as 1889, and will be a valuable table for every dealer and clerk interested in prices to place on file.

Canadian Grocer would again urge upon every dealer to study carefully his copy of the big Spring Number of April 17: and also the advisability of passing it over to his clerks before filing.

There is Business-Building Timber in it for you all, coming from your fellow merchants in all Provinces of the Dominion.

Read it, and pass it on.

B. T. HUSTON,
Editor.

J. M. Brayley, provincial organizer, felt that there would be little chance of securing such an amendment, owing to the fact that the lawyers of the legislature at Regina would oppose this.

Mr. Bole, himself a member of the legislature, took a different view. He says there are only three or four lawyers in the Regina legislature—not enough by any means. He was not certain that giving J. P.'s the right to decide on cases up to $500 would be wise.

W. T. Blythe, of Qu'Appelle, took a similar view, questioning the qualification of many J. P.s to give a proper interpretation of the law.

Mr. Morrison, of Moose Jaw, also urged the convention to go slowly. An amendment raising the limit capable of settlement before a justice of peace to $200 was however proposed, but defeated; the original motion raising the limit to $100 carrying.

Implement Dealers' Methods.

The implement dealers came in for some severe criticism in discussion growing out of the following motion moved by Mr. Evans, Outlook, seconded by Mr. Krass, Rouleau.

(a) That at the coming session of Parliament steps be taken to secure from the Government prohibiting the taking of any security, other than a lien note, by implement dealers and others for the amount of their claim on any goods sold in excess of the value of the goods themselves.

Mr. Evans brought out the fact that in drafting this resolution, the committee had felt the farmers had suffered by reason of inability to meet honest debts, and that he felt much of this inability was the result of machinery men's actions. Such a law as was suggested in the resolution, he urged now in force in Alberta and would be a splendid thing for Saskatchewan.

Mr. Agnew, of Prince Albert, advanced the opinion that in dealing with an implement firm you are dealing with "a corporation without a soul."

Still other delegates felt that the retailer should come before the implement dealer in the matter of credits, and many were antagonistic to the system of canvassing adopted by the implement people. It was also brought out that the legislature has appointed a committee to deal especially with this question, and it was felt that the resolution, as sent forward would assist this committee materially.

In another motion by Mr. Evans, of Outlook, and Mr. Arden, of Saskatoon, it was stated:—

"That this committee place itself on record as being opposed to any but accredited members of the association being present at any future convention of this Association and that the executive take cognizance of the same."

The delegates apparently are of opinion that there will be greater freedom of speech upon many questions if the public press are excluded, and if other people, not properly accredited are forbidden an entrance to the hall.

Hot on Credit Men's Trail.

Resolutions moved by Mr. Arden and seconded by Mr. Evans, to the effect "that representations be made by the provincial executive to the executive of the Canadian Credit Men's Association, and to the wholesalers direct, in regard to the manner of handling bankrupt stocks," seemed mild enough till discussion began. It was evident that this was one of the points upon which the retailers feel most keenly. Mr. Hutchinson and other speakers, said that it is the habit of the Credit Men's Association to take over a bankrupt stock and immediately to start a sale in the district where the failure has taken place. The result is that not only are prices shattered, but customers in the district

Pick out your nail

Editor Huston may boast about the modern methods, the bright ideas, the selling plans, the store kinks, market gossip, etc., he and his staff are offering our readers in our big Expansion Issue Sales Number, April 17th, and he has the goods to back the boast,

but

the advertising staff want our subscribers to know that he hasn't got anything on us in the service offered our readers. From the advertising copy now in, we can promise you some startling developments in advertising; some announcements that neither you nor your clerks, Mr. Buyer, can afford to miss.

This issue, for its advertising as well as editorial features, is worth keeping right at hand for frequent reference for the next six months. That's why we are running the string through the corner, so after a thorough reading you can hang it up at your elbow for everyday reference. You might as well get that nail picked out now.

Advertising Manager
Canadian Grocer

April 2nd, 1914

are led to buy more than they want by reason of what they consider attractive prices. They do not themselves get value, and the trade of other merchants in the town is not only ruined temporarily, but is given a set-back for months to come.

It was felt that this system could be easily changed. Some seemed to think that the Credit Men's Association might well turn over the stock for sale by the other merchants in the district. Spreading the goods around among a number of dealers the creditors of the defunct firm would be looked after. The merchants buying parts of the bankrupt stock would do very well, and trade would not be disorganized.

Other Resolutions.

It was moved by Mr. Evans, of Prince Albert, and Mr. Arden, of Saskatoon:—"That this committee favor the adoption of a uniform provincial outing code."

Moved by Mr. J. Evans, of Prince Albert, and Mr. Arden:—"That this convention request the Dominion Board to ask for an amendment to the Lords' Day Alliance Act authorizing municipalities to enforce the act without having to refer to the Attorney-General."

Moved by Mr. Evans, of Prince Abert, seconded by Mr. Schrader, of Aberdeen:—

"That the Provincial Executive Board be requested to ask the Provincial Government for their approval of an act making effective inter-provincial judgments being brought up in the Dominion House, and that the executive of the Dominion Board be requested to ask the other provinces to concur in the same."

The resolution relating to parcel post was as follows:—

"That it is the opinion of this meeting that no change should be made in the present parcel post system as recently adopted by the Government until it has been fully worked out and tested, and that we should insist as far as possible that it be self-sustaining and that the secretary be instructed to notify the various newspapers of the province that exception is being taken to several articles which have appeared lately in the press, which would seek to impress the public with the fact that the retailers themselves are opposed to the parcel post system, and to notify them that such is not the case."

Moved by Mr. Soupely, Aylesbury, seconded by Mr. Evans, Prince Albert:

"That the executive be requested to ask the government to change the time allowed for registration of co-partnerships and business of any nature, excepting joint stock companies, from six months, as at present constituted, to thirty (30) days."

Moved by Mr. Evans, Prince Albert, seconded by Mr. Healy, Bridgeford:

"That the executive be instructed to write to the provincial secretary at Regina inquiring what the powers are, if any, are possessed by the official trustee for the province, re the examinations and investment of trust funds."

More Daylight Scheme Discussed.

Before the important matter of electing officers for the ensuing ear was entered upon, Wednesday afternoon, a question by Mr. Evans, of Prince Albert, started a discussion upon the advisability of setting back the clock during the months from May until October, thus securing an hour more daylight.

The question is apparently now under discussion in Prince Albert, Moose Jaw, Regina, Saskatoon and several other places. G. F. Elder, of Wolseley, told of the experience there last year, when the system was tried. The farmers objected and because of this the old order had to be resumed.

It was felt, however, that if the railways would make the change all would go smooth, and a motion to submit the suggestion to the railways was made and carried.

Single Tax Question Next Year.

Mr. Agnew, of Prince Albert, raised the question of single tax, but this was felt to be a big subject for the closing hours of a convention, and it was laid over for next year.

As recommended earlier in the convention a committee was appointed to go thoroughly into the question of establishing a Mutual Fire Insurance Company and to prepare a report for consideration at the next convention.

To this committee were appointed Messrs. Hutchinson, Saskatoon; Arden, Saskatoon; Morgen, Delisle; Clair, Prince Albert; Melike, Saskatoon.

Another standing committee to look after securing new legislation was also appointed as follows: Messrs. Bole, Regina; Hutchinson, Saskatoon; Mark, Rosetown; Maybee, Moose Jaw, and Robinson, Canora.

The President's Valedictory.

Tracing the progress made in the past year, in his valedictory address, President Bole pointed to the Small Debt Act, as one of great value, as it is helping dealers collect small amounts. He did not think the members should expect to accomplish everything at once. Thorough organization is first necessary. Then only those laws should be sought which benefit all—which give the public a square deal. "Let us fight against illegitimate trade, like the dumping of bankrupt stock on one small market, that is of benefit to none. Let us not, however, try to do anything which will militate against the best interest of the customer. I do not believe in arranging prices. I will not cut prices, but I will not arrange them."

Mr. Bole, before sitting down, spoke enthusiastically of the help rendered by the past executive. Especially he wanted to thank Mr. Hutchinson, of Saskatoon. The practical assistance Mr. Hutchinson had rendered was later shown when it was told that he had guaranteed the account of the young and then struggling organization.

In his report as secretary F. E. Raymond told of the advance made already. There are now in Saskatchewan 70 branches of the association, and 1,500 members.

Equally gratifying was the report of Treasurer Hutchinson, who announced that the organization has come through its first year with a creditable balance of nearly three hundred dollars to its credit.

Little time was occupied with the election of officers, George Maybee, president of the Moose Jaw branch of the association being the unanimous choice of the delegates for the post of president of the provincial organization. W. W. Cooper, of Swift Current, whose attendance this year was prevented through bereavement in the family was chosen first vice-president. J. W. McLean, of Kamsack, was appointed second vice-president, and J. L. S. Hutchinson, Saskatoon, re-elected treasurer.

Saskatoon was decided upon as the place for next year's meeting. Swift Current, too, had invited the convention, but it was felt the gathering should in 1915 be somewhat further north.

TO HAVE THE EGGS STAMPED.

At a recent meeting of the Uxbridge Ont., Retail Merchants' Association, the president, H. J. Gould, reported on the proceedings at the R.M.A. convention in Toronto at which he was present as a delegate.

A discussion also took place in reference to stamping eggs in order to determine the source of the bad eggs, claimed by the wholesale commission houses as such. It was recommended that producers be asked to stamp eggs with their respective names and the date, and for these the merchants will give an extra cent per dozen.

It was recommended that a half holiday be held once a week during July and August. Also it was thought advisable to take into consideration the earlier delivery of goods on Saturday evening. Eight o'clock will be the latest hour for orders for delivery.

Independent Canners Form New Company

About 40 Factories Represented—M. F. Smith, of Oshawa, is President—List of Companies Concerned—New Factor in Canned Goods Situation That Will Be Watched With Interest.

A couple of weeks ago there was briefly announced in Canadian Grocer the formation of Canned Foods, Limited, a new company with a Federal charter. Further information has been secured which indicates that this is a company of considerable magnitude, comprising as it does between 20 and 30 independent canning concerns and some 40 or more factories.

At a meeting of the directors on Monday of this week, held at the office of A. F. MacLaren (Laurentia Milk Co.) Manning Chambers, Toronto, many of the details were arranged and the company is already transacting business. At the same meeting officers were elected, and a sales agent appointed.

The officers are as follows:—

President—M. F. Smith, Oshawa.

1st Vice-Pres. - H. W. Bedell, Waupoos.

2nd Vice-Pres. — S. M. Saunders, Exeter.

Sec.-Treas. — Kenneth F. MacLaren, Toronto.

W. H. Millman & Sons, grocery brokers, Front St., E., Toronto, were appointed sales agents for Canada for all the companies coming into Canned Foods, Limited.

In referring to the new company, President Smith stated that one of the objects was to economize on cans, labels, boxes, raw materials, etc., by joint purchasing, as well as by joint selling. "We shall endeavor," he added, "to keep the price normally low in order to increase the consumption so that all factories will be able to manufacture up to their full capacities."

The retail trade will watch with considerable interest the effect this new company will have on prices.

The independent canning companies in the new organization up to time of writing are:—

Oshawa Canning Co., Oshawa.

Waupoos Canning Co., Waupoos.

Exeter Canning Co., Exeter.

A. A. Morden & Son, Wellington.

Alvinston Canning Co., Alvinston.

W. H. Marriman, St. Catharines.

Flynn Bros., St. Catharines.

Ontario Canners, Limited, Sarnia.

Northport Canning Co., Northport.

Trent Valley Canners, Trenton.

E. C. Metcalfe Canning Co., Deseronto.

Stoney Point Canning Co., Stoney Point.

Harrow Canning Co., Harrow.

Prince Edward Canners, Wellington.

Ingersoll Canning Co., Ingersoll.

A. Collier Co., Picton.

Beaver Canning Co., Bloomfield.

Greer Bros., Ameliasburg.

Edward McCaw, Picton.

Jno. Hyatt & Sons., Bloomfield, and others.

The head office of the new concern will be at 27 Front St. E., Toronto.

J. P. Kerwin, Dundas, Ont., aims to have some drawing power in the window, apart from the goods themselves, when he makes a special trim. For instance some time ago he put in an olive display, and although it was attractively arranged in itself, he decided that a series of pictures showing European olive groves, the picking and shipping of olives, etc., would attract a great many people. And they did.

The Macklin Trading Co., Macklin, Sask., are opening a branch general store at Luseland. A large store building is now under construction and the Company expect to be open for business soon.

Cheap Rates on All Railways to Ontario R.G.A. Convention

Officials of the Ontario Retail Grocers' Association continue to work hard in the interests of the Convention that opens in the Temple Building, Toronto, a week from next Tuesday, April 14. Arrangements have been completed with the railways whereby delegates will be able to make the return trip for a fare and a third, providing there are more than 100 come.

President Clark and Secretary Miller are endeavoring, with the help of the Executive, to present a profitable programme, so that every one is assured "the worth of his money." In last week's issue the visit of the deputation from the association to the Attorney-General was briefly referred to. Every one who was there is most enthusiastic over the possibilities of getting an amendment to the Garnishee Law passed at this session of the Ontario House. J. R. Dargavel, M.P.P. for Leeds, an old merchant himself, is one of the members who is assuming the aggressive, and together, with the assistance of others, the hope is freely expressed that the amendment will be put through. The chances are that if one does pass it will read that a man's wages up to 50 per cent. of the debt may be garnisheed.

Secretary W. C. Miller was in Ottawa last week to interview the Inland Revenue Department re the suggested amendment to the Weights and Measures Act, and to present the signed petition. He reports a favorable hearing. Hon. B. Nantel, the Minister of that department, may, by an Order-in-Council, signed by the Governor-General, bring into effect the change. The Deputy-Minister, however, suggested that the secretary apportion the signatures to the petition to the various constituencies; that he write the member for each Ontario constituency, apprising him of the nature of the change wanted, giving him the number of his constituents who have signed the petition, and asking him to reply with his views. This has already been done, and Mr. Miller intends to keep after the members until they do reply. His full report will be presented at the convention.

Remember the Question Box. The discussion on this is bound to be a feature, because it gives every member an opportunity to present for discussion some problem in which he is personally interested. Already the secretary has several questions sent him by mail, and there will be many brought along personally by those who attend. Question Box discussion will be conducted on both days of the convention.

As stated above, there will be cheap rates on the railways. Each grocer coming to the convention should make application at his home station or local office of any of the railways—ask for a "Standard Convention Certificate" and a single fare ticket to Toronto. These certificates are carried by all ticket agents and can be had for the asking. On arrival at the convention hall (Temple Building, corner Bay and Richmond Streets—just below the City Hall), these should be handed over to the secretary, when they will be properly filled out, so that a holder will be entitled to the reduced return fare. This will be the third of a fare, plus 25 cents, the viser's fee, providing more than 100 attend from outside points.

The officials state that everybody will be welcomed. Bring your wives along, they state, and give them an outing. The tickets are good for about ten days.

Just before going to press President Clark advised Canadian Grocer that H. C. Beckett, wholesale grocer, of Hamilton, had consented to address the delegates on Tuesday evening, when a night session will be held. Mr. Beckett is recognized as an authority on many of the complex trade questions, so that his address will be worth hearing.

On Tuesday, the first day, sessions will be held at 10.30 a.m., 2 and 8 p.m., and at 10 a.m. and 2 p.m. on Wednesday.

EASTER WINDOW SUGGESTION.

Now that the Easter Season is almost with us again grocers are looking around for some suggestive articles for window display and at the same time something that will create a demand for their seasonable goods. A window display used by an enterprising grocer last season could be used to good advantage at the present time.

The window had a border arrangement of cauliflowers and parsley, the centre was nicely covered with cranberries, just enough to form a sort of bed on which eggs were placed to read "Season's Greetings."

Not only were the articles displayed suggestive to a "spring craving" for something new, but the window was especially neat and attractive and the arrangement so simple as to be easily utilized by any grocer, anywhere.

PETERBOROUGH GROCERS' OFFICERS.

At a meeting of the retail grocers of Peterborough, Ont., officers were elected as follows: president, D. H. Kerneghan; first vice-president, J. T. Braund; second vice-president, J. O'Donnell; secretary, O. S. Matchett; assistant secretary, A. Davidson; treasurer, W. J. Byers.

B. C. CLERKS' MEETING.

At a meeting of the Retail Employees' Association, Victoria, B.C., the first annual report and statement of the association's work was presented. The financial statement showed that the income of the organization had been $1,434, while the expenditures amounted to $1,160. The income is derived from the entrance fees and subscriptions of members and other sources. There is now a membership of 540 on the books. P. R. Pike is the secretary.

Dan W. Poupard, general Provincial secretary, gave a general outline of the work accomplished during the past year. He referred to the evidence which had been given before the Labor Commission, and said that the evidence they had brought forward had, to a large extent, been embodied in the recommendation of the commissioners. He also reported several interviews with Sir Richard McBride, who, he said, had under consideration several matters they had brought to his attention with a view to introducing legislation at the next session of the Legislature.

The board of trade has also been approached, particularly with regard to alleged unfair labor conditions in certain trades. The unfair competition was being felt chiefly from Orientals.

Officers for the ensuing year were elected as follows: chairman, J. M. Anderson, vice-chairman, W. Chowen; treasurer, E. J. Williams, and secretary, Percy R. Pike. A general executive committee of 24 members was elected, consisting of some of the strongest of the members.

A resolution was passed reminding the mayor and aldermen of the city of their pledges given previous to their election, and calling on them to pass a by-law providing for a weekly half-holiday for employees.

Another resolution was passed requesting information from the Premier as to whether the Provincial Parliament had power to regulate the hours of employment, and if it has not, seeking the Premier to apply to Ottawa for such power.

A company to be known as "Direct Provisions, Limited," has been incorporated to manufacture and deal in groceries, provisions and food products of all kinds, the chief place of business to be at Montreal.

Easter Window Display Contest

Your Easter window this year will be better than ever. You have plans laid for a trim that in your opinion will surpass any similar display that has gone before.

Enter it in **Canadian Grocer's Easter Window Display Contest.**

All that is necessary is to send in good photograph with description on back or on separate sheet of how it was constructed and what it contains. In addition to helping your confreres in the trade from coast to coast, the fact that you come into the contest makes you a better window trimmer.

There will be six prizes given the successful winners. The contest will be divided into two classes —one for grocers and clerks in cities over 10,000 population, and the second for centres under 10,000. This gives dealers and clerks in the smaller places a contest of their own—they do not compete with stores in the big cities.

There will be 3 prizes in each class—$5, $3 and $2 respectively, making $20 in all.

Photograph should be about 8 inches by 10 inches in dimensions for best results.

Get the picture taken as soon as the Easter window is in. Good Friday comes on April 10. Contest closes April 20.

The Editor, **CANADIAN GROCER,**

143-149 University Ave., Toronto.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

Dutilly Freres, grocers, Montreal, have registered.

Pelletier & Freres Enreg., grocers, Montreal, have registered.

A. Dionne, Fils & Cie, grocers, etc., Montreal, have registered.

Pare & Chamberland, Sherbrooke, Que., grocers, have registered.

It is announced in Montreal that the head office of the Canadian Cereal and Flour Mills will be moved from Toronto to Galt.

Letters patent have been issued incorporating the "Pure Food Supply Company, Limited," to manufacture and deal in groceries, foodstuffs, etc., with chief place of business at Montreal.

Ontario.

J. H. Conboy, grocer, Toronto, has sold to Wm. McLaughlin.

J. Medland, of Medland Bros., Toronto, was in Ottawa this week.

George W. Millen, Stoney Creek, Ont., has purchased a Winona grocery store.

Strathroy, Ont., merchants have formed an association.

Frank Zimmer has purchased the grocery business of C. Masten, Petrolia, Ont.

H. Cowan, of the Cowan Co., Toronto, is on a trip to Western Canada and California.

H. S. McCabe succeeds J. E. Clegg in the grocery store at 1166 Bloor St. W., Toronto.

Geo. Roberts, Hamilton, Ont., groceries, etc., has been succeeded by Oliveri Bros.

H. E. Vince has purchased the grocery business of E. E. Brookes at 369 Brock Ave., Toronto.

Geo. Linn has joined W. H. Pritchard, Fergus, Ont., the new firm to be known as Pritchard & Linn.

F. T. Smye, of Balfour, Smye & Co., Hamilton, Ont., is on a trip to Winnipeg. He will return about the first of the week.

Jno. Marr, of Elliott-Marr, wholesale grocers, London, Ont., died suddenly on Wednesday night on his way to hear a lecture.

T. R. Murdoff, Walkerton, Ont., who about a year ago purchased the grocery, clothing and boot and shoe business of James Whitehead, has sold to A. J. Smith, of Toronto, a former dry goods merchant of Galt.

WESTERN CANADA.

C. A. Benedict, grocer, Nelson, B.C., has sold to A. E. Johnson.

I. S. Kraft, grocer, Winnipeg, has been succeeded by G. A. Breenblat.

W. R. Lavery, Newdale, Man., has sold his general store to J. W. Scott.

W. Lloyd Lock & Co., Winnipeg, have been appointed Western agents for Dickeson's tea.

W. Cranna & Co., Seven Oaks Grocery, Winnipeg, expects to extend his store during the coming summer.

The Lillac Grocery, Lillac St., Winnipeg, are contemplating building a new brick store in June to take the place of the present frame building.

The staff of Bazett, Bell Co., general merchants, Duncan, B.C., held their annual concert recently, a company of twenty sitting down to supper.

John Crawford, vice-president of the Moose Jaw, Sask., board of trade, and a wholesale grocery merchant, is suffering from a severe attack of appendicitis.

The first annual convention of the Alberta branch of the Retail Merchants' Association of Canada will meet at Calgary on May 6 and 7. Over eighty branches in different parts of the province will be represented.

Some fifty members of the Saskatchewan branch of the Canadian Credit Men's Association attended the second annual banquet in Regina recently. Representatives were present from Winnipeg, Saskatoon and Moose Jaw. The address of the evening was delivered by Henry Detchon, the general manager of the Association for Canada in response to the toast, "The Association." S. C. Burton, the president of the Saskatchewan branch of the Association occupied the chair.

DID WESTERN EGGS COME EAST?

Just before going to press the following wire was received from our Winnipeg representative:—

"Winnipeg provision men say that report of Edmonton shipping eggs to Toronto is untrue. Winnipeg men are shipping to Vancouver. Prices are same as quoted in market report, but decline of 3 to 4c is expected. Receipts are heavy, with prices low. Market erratic."

Toronto wholesaler on being interviewed re above report stated he had received a wire from Edmonton to effect that eggs were on the way, having been shipped to his firm. His firm did not buy the eggs, and he does not know whether they actually arrived or not.

SUGAR FROM SAWDUST.

The world is progressing rapidly. Sugar can be made from sawdust—so a professor tells us. Dr. Zimmerman, before the Royal Society of Arts, St. John's, Newfoundland, is the man.

In its natural state, said the physician, wood contains no sugar, but when sawdust has been subject in closed retorts to digestion with a weak sulphurous acid solution under pressure of six to seven atmospheres a very remarkable transformation or transmutation takes place, as much as 25 per cent. of the material being converted into sugar. In this Dr. Zimmerman claims that we have a valuable feeding stuff for horses, cattle and sheep. Draught horses in whose daily ration four pounds of cachulose molasses were substituted for four pounds of oats were kept under observation for seven months and were all found to have increased in weight, while a colt, which was in so weak a condition that veterinary surgeons advised its destruction, put on 260 pounds in six months, and he is now in excellent condition. The food had also been tried in a large Durham colliery, with the result that it kept the pit ponies and horses in good and hard condition.

Brooms have been used for three thousand years. Until the advent of the chemically-treated mop it was necessary to get down on your hands and knees to clean, dust and polish hardwood floors, linoleum, oilcloth, etc. With the advent of the sanitary mop it is now only the work of a minute to run the mop over your floors, around your rugs, and have the floors bright, clean and polished.

VETERAN GROCER PRAISES CANADIAN GROCER.

The Canadian Grocer:

Gentlemen,—I have disposed of my business after a long, successful servitude of over forty years, and I am going to take a well-earned rest. I enclose a postal note for one dollar for Canadian Grocer, which I won't require any longer, but I must say I always got the worth of my money out of it. Now I hope to go and join my Ulster brethren and give up groceries.

Yours truly,
RANDAL KENNY.
Sarnia, March 24, 1914.

Evaporated Apples Advance in Price

Quoted One and a Half Cents Higher on Quebec Markets and Half a Cent to One Cent Higher on Ontario Markets—Stocks of Prunes Uneven—Sugar Stationary.

MARKETS IN BRIEF

QUEBEC MARKETS.

GENERAL GROCERIES—

Evaporated apples advance 1½c.
Sugar market still weak.
Prunes still quite firm and stocks uneven.

FISH AND OYSTERS—

Halibut declines ½c, also haddock and market codfish. Smelts, extras, 10, 20, 25, off market.
Labrador herrings advance 25c barrel.
Lobsters decline 2c.

PRODUCE AND PROVISIONS—

Butter quite firm.
Boiled hams down 1c.
Eggs decline 3c. Stocks heavy.
Cheese strong.

FLOUR AND CEREALS—

Flour still moving out quite freely.
Mill feeds continue firm.

FRUITS AND VEGETABLES—

Blood oranges quoted at $4 case.
California navels advance 10c.
Almeria grapes decline.
New beets quoted at $1.50
Cauliflower advances 50c.
New potatoes at $7 to $8 barrel.
Radishes, shalottes, Boston lettuce advance.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—

Eggs decline to 24c for cartons, and 22c for new laid in bulk.
Butter easier; cheese firm.
Honey and poultry unchanged; more live fowl offering.

FLOUR AND CEREALS—

Straight carlots of bran up to $26; shorts $27.
Wheat moulee $28 to $30.
Firm feeling in cornmeal.
Flour unchanged.

FRUIT AND VEGETABLES—

Receipts of oranges large.
Potatoes tend to be easier.
Canadian vegetables scarce.
Some Florida tomatoes at $3.50.

FISH AND OYSTERS—

Dealers enjoying good business.
Fresh halibut to be had at 11 to 12c.
Oyster trade quiet.

GENERAL GROCERIES—

Prunes up ½c.
Evaporated apples and seeded raisins up ½c also.
Sugar stationary.

QUEBEC MARKETS.

MONTREAL, April 2.—Market this week has been quite normal, so far as actual business is concerned, and all lines have moved out quite freely. Two or three price changes have taken place in different lines, and as a rule general tendency has been for firming up a little. In most lines there seems to be a stronger feeling, although price changes have not been recorded.

Collections are in much the same position as they were last week, and money is still rather tight, although the country merchants are meeting their paper regularly. This can be said of the majority of city merchants, too; but there seems to be a little tighter feeling in the larger centres, and naturally the retail collections are not so good in those centres. The number of unemployed are said to be responsible for this state of affairs, and conditions will remain that way until there is more work in sight.

Business, however, is thought to be quite satisfactory.

SUGAR.—Because of the weak feeling which is still featuring the market there is little buying going on, or, at least, little buying on a large scale. The bulk of the business now passing is for small lots just sufficient to fill actual requirements. This seems to be a popular as well as wise policy to follow at present, as apparently market is anything but strong. There is an exceedingly doubtful feeling as to the future course expressed by some, but majority of the local trade seem to think that there will be a further reduction before there is a rise.

Refiners state emphatically that there will be no change in the market for the present, and say there is weak feeling all along the line, but at same time they say that present indications do not point to any further decline in present prices. This, however, must be left to one's own judgment. The market at present is such that a further decline would not be surprising. Perhaps the best policy would be to buy small and often.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 15
20 lb. bags	4 25
2 and 5-lb. cartons	4 45
Second grade, in 100 lb. bags	4 00
Extra Ground Sugars—	
Barrels	4 55
50 lb. boxes	4 85
20 lb. boxes	4 95
Powdered Sugars—	
Barrels	4 55
50 lb. boxes	4 75
25 lb. boxes	4 75
Paris Lumps—	
100 lb. boxes	4 90
50 lb. boxes	5 10
25 lb. boxes	5 20
Crystal Diamonds—	
Barrels	4 95
100 lb. boxes	5 10
50 lb. boxes	5 20
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15
Yellow Sugars—	
No. 3	4 20
No. 2	4 20
No. 1	3 80

DRIED FRUITS.—Owing to poor crop of apples last year, which has resulted in a poor pack of evaporated, market is quite strong, and this last week has seen an advance in quotations of 1½ cents. At present stocks are not too heavy, and no change is looked for so far as cheaper prices are concerned. If there is to be a change it will no doubt be in an upward direction.

There is still a strong feeling in market for prunes. In fact, it is so strong that at the present time there is no full assortment of sizes to be had, and all that is left is the odd sizes. Stocks, too, are quite low, and situation is bound to continue quite firm. In other dried fruits there is same feeling, but stocks are quite ample to fill all requirements.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 12
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg.	....	0 08½
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07¼
Figs—		
Finest, 6 crown, about 12 lbs.	0 13	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 100, in 25-lb. boxes, faced	0 06	0 06½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

TEAS.—Situation in cheaper grades of Chinas is continuing quite firm, and demand has not fallen off any from last week. There is a steady feeling in higher grades, too. The former, however, are not too heavy as regards stocks, and situation is becoming stronger each week. Although stocks are not overly heavy in higher grades, it is thought that they are quite ample to fill all requirements.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 28
Hyson	....	0 22
Spanish No. 1	....	0 12½
Virginia No. 1	....	0 13½
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 60

COFFEE.—Conditions locally are un-

changed from one week ago, and, as stated then, demand is unchanged, as are also prices. Stocks are not too heavy, although quite ample to fill all requirements.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 28
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 20
Santos	0 22	0 23
Chicory, per lb.	0 08	0 10

RICE AND TAPIOCA.—Immediate business is still quite small, and market is quite easy at present quotations. In view of near approach of lower prices buying has been curtailed, and most retailers are pretty well sold out, and stocks in most cases are quite low. This fact leaves impression that there will be heavy buying in this market during last two weeks of April.

Rangoon Rice—	Per cwt.
"B," bags, 50, 100 and 250 lbs.	3 30
"B," pockets, 25 lbs.	3 40
"B," pockets 12½ lbs.	3 50
"C.C.," bags 50, 100 and 250 lbs.	3 20
"C.C.," pockets 25 lbs.	3 30
"C.C.," pockets 12½ lbs.	3 40
India bright	3 45
Lustre	3 55
Fancy Rices—	Per cwt.
Polished Patna	4 40
Pearl Patna	4 60
Imperial Glace	4 90
Sparkle	5 10
Snow, Japan	5 30
Ice drips, Japan	5 45
Crystal, Japan	5 10
Carolina head	7 10
Imported Patna—	Per lb.
Bags, 224 lbs.	0 05½ 0 05⅝
Half bags, 112 lbs.	0 05¼ 0 05⅜
Quarter bags, 56 lbs.	0 05⅜ 0 05⅝
Velvet head Carolina	0 09 0 10
Sago, brown	0 04½ 0 05

MOLASSES AND SYRUPS.—Conditions remain same as last week. The market is quite weak, although there is considerable buying going on at present in a small way. Stocks, though, are quite heavy, and as there is still more molasses on the way to this market, it will not help to strengthen the present feeling.

Barbadoes Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice.
Puncheons	.38	.35	.33
Barrels	.41	.38	.36
Half barrels	.43	.40	.38

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal. Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04
Pails, 38½ lbs., 1.$85; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 50
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lbs. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

SPICES.—

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	23—28	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	27—33	..—1 00	.....
Curry powder	..—35	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamom seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Imported, per lb.	....	0 15
Carraway, per lb.	....	0 12
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 30	0 35
Shredded cocoanut, in pails	0 18	0 20

NUTS.—Shelled stock is still quite firm and moving out freely.

Shelled walnuts, per lb.	0 39	0 40
Shelled almonds, 28-lb. boxes, per lb.	0 44	0 45
Finest filberts	....	0 13
Pecan	0 16	0 17
Almonds	0 18½	0 20
Walnuts	0 18½	0 20
Brazils	0 16	0 20
Peanuts	....	0 13
Peanuts (G)	....	0 09

DRIED VEGETABLES. – Demand keeps up quite steadily, and amount of business passing at present is a little heavier than usual, which is accounted for by Lenten season. This, however, is about over now, and it is general opinion that trade will drop off to a certain extent.

Beans—		
Hand picked, per bush.	2 40	2 50
3 lb. pickers, per bush.	2 25	2 35
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

ONTARIO MARKETS.

TORONTO, April 1.—Opening up of spring sees business beginning to pick up a little, although a number of wholesalers say that there is still plenty of room for improvement. The speculative element seems to have been pretty well eliminated, and, while orders come steadily in, there is not much large buying being done. The fact that many of the larger construction works are at present quiet has, no doubt, had a more or less adverse effect on trade. Among merchants in the smaller towns many jobbers find collections to be good, but in the larger cities, where the number of unemployed is greater, some find collections a more difficult matter.

Locally tea continues to be firm in price; one man on the street stated that low-grade teas had advanced 4 cents since a year ago. "In fact," he said, "many retailers are now cutting out entirely the 25-cent teas." Sugar markets are quiet, with no heavy buying being done. Dried fruits are for the most part firm.

SUGAR.—Outside markets in sugar are fairly strong, although reports from Cuba tend to have a weakening effect. The estimated visible production of the island is now 163,749 tons over last year at this time. Locally markets are quiet, and, while some jobbers report increased buying, others again say that market is at a standstill. Situation remains problematical.

Extra Granulated Sugars, Montreal Refined—	Per 100 lbs.
100 lb. bags	4 21
20 lb. bags	4 31
10 lb. bags	4 36
2 and 5 lb. cartons	4 51
Second grade granulated, 100-lb. bags	4 11
Nova Scotia refined, 100-lb. bags	4 11
Western Ontario refined, 100-lb. bags	4 11
Extra Ground Sugars—	
Barrels	4 61
50 lb. boxes	4 81
25 lb. boxes	5 01
Powdered Sugars—	
Barrels	4 41
50 lb. boxes	4 61
25 lb. boxes	4 81
Crystal Diamonds—	
Barrels	4 96
100 lb. boxes	4 96
50 lb. boxes	5 06
Paris Lumps—	
100 lb. boxes	4 96
50 lb. boxes	5 06
25 lb. boxes	5 26
Cartons (20 to case)	7 11
Cartons (50 to case)	7 11
Crystal Dominoes, cartons	7 20
Yellow Sugars—	
No. 1	3 81

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—Many lines of dried fruits are now in strong position. Prunes, of course, come first, where advances of half a cent have occurred in 30 to 40's, 60 to 70's, and 80 to 90's. Evaporated apples are also up to 10½ and 11 cents. Seeded raisins, which, it may now be said are controlled absolutely by the Associated, have also advanced half a cent, and demand is increasing. Peaches on primary markets are up half a cent, but prices are still low. Apricots are practically cleared up. Reports from California say that market shows no weakness in any one line. The same despatches state that the weather on the coast for the present growing crop is excellent. Figs are said to be very scarce.

Apples, evaporated, new, per lb.	0 10½	0 11
Apples, evaporated, old, per lb.	....	0 08
Apricots—		
Standard, 25 lb. boxes	0 15½	0 17
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 11	0 13
Orange	0 11	0 13
Citron	0 17	0 19
Currants—		
Filiatras, per lb.	0 06	0 06¾
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 08
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06½	0 08
Hallowees	0 05¾	0 06
Figs—		
3 crown layers	0 10	0 11
4 crown layers	0 10½	0 11½
5 crown layers	0 11½	0 12½
6 crown layers	0 12½	0 13½
7 crown layers	0 14	0 15
Fine pulled	....	0 14
Natural figs, in bags, lb.	0 05½	0 07
Comadre figs, in tape, per lb.	....	0 05¼
Prunes—		
50-40s, Californias, 25 lb. boxes	....	0 15
40-50s, 25 lb. boxes	0 12½	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 08¼	0 08½
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	....	0 08
Choice, 50-lb. boxes	....	0 08½
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 06	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06½	0 07½
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz. packets	0 10¼	0 1
Seedless, 12 oz. packets	0 08½	0 09

COFFEE.—Conditions on this market remain same as one week ago. Stocks are sufficient to fill all requirements, while prices hold steady. Demand is good, and has, in fact, been pretty fair all winter, as, in spite of hard times, coffee drinkers have not shortened their buying to any extent.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 28
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 17	0 19
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

MOLASSES AND SYRUPS.—Demand for syrups and molasses keeps up well, partly owing to stimulation of

Lent and partly to home stocks of fruit, etc., running low. New maple syrup is on market now, retailing at around $1.60 a gallon for pure.

Syrups—		Per case.
2 lb. tins, 2 doz. in case	....	2 60
5 lb. tins, 1 doz. in case	....	2 65
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	....	0 26
West Indies, half barrels	....	0 30
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

NUTS.—Demand for nuts keeps up well for this season of the year. New Brazils are on market in quantities now, and prices are considerably easier; mediums can be had at 15 cents, and large at 16 cents. Shelled Pecans, too, are easier, and some are procurable at 56 cents.

In shell—	Per	lb.
Almonds, Tarragona, new	0 18	0 18½
Brazils, medium	....	0 15
Brazils, large, washed	....	0 16
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, green, per lb.	0 08¾	0 10½
Peanuts, roasted	0 10	0 13
Pecans	0 17	0 18
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 48	0 50
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 38	0 40

SPICES.—Demand for spices is quiet at present, as only a limited section of the public use them much at this season of the year. Cayenne pepper is fairly firm; otherwise prices are steady.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	.....	0 12—0 15
Cinnamon, whole	.....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	.....	0 25—0 35
Cloves, whole	.....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	.....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	.....	0 22—0 25
Ginger, African, ground	.....	....—0 16
Mace	.....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	.....	....—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins	.....	....—0 55
Pastry spice	.....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black, whole	.....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	.....	0 26—0 28
Pickling spice	.....	....—0 15
Turmeric	.....	0 25—0 35

RICE.—

Rangoon, per lb.	0 03¾	0 04
Rangoon, fancy, per lb.	....	0 05
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 06½	0 07½
Java, per lb.	0 06¾	0 07
Carolina, per lb.	0 10	0 11½
Sago—		
Brown, per lb.	0 04½	0 05
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	0 04½	0 05
Seed pearl	0 04½	0 05
Flake	....	0 09½

DRIED VEGETABLES.—

Beans—	Per bushel.	
Canadian primes	2 10	2 25
Canadian, extra H. P.	....	2 25
Yellow eyes	3 00	3 25
Brown	....	2 50
Lima	0 07½	0 08
Peas, blue Canadian, per bush.	2 00	2 25
Peas, green, imported, bush.	....	2 40

BROOM CORN.—Broom corn has made an advance of from $15 to $25 per ton. This has been occasioned by the short crop of medium and high-grade corn. The destruction of 300 tons by fire last week would have the effect of further strengthening the market. This will likely have the effect of raising the price of brooms before long.

CANNED GOODS.

CANNED GOODS.—The market this week has been quite active, and the amount of business which has passed has shown an increase over previous weeks. Fish, though, has let up for time being, and apparently dealers throughout the country seem to be pretty well stocked up in these lines. Fruits and vegetables, however, have been going forward in large quantities, and stocks in wholesale houses are becoming smaller and smaller each week, although there is still sufficient to fill all requirements.

TORONTO.—It is expected that new prices will be issued on canned fruits and vegetables soon, and it looks if there would be advances made in some lines at least. Stocks of corn and gallon apples are mentioned as particularly low, and if advances occur these are likely to be among the lines so affected. Demand keeps up as well as ever, and consumption is heavy.

MANITOBA MARKETS.

Winnipeg, April 1.—General business has not been so good on account of return of some cold weather, which seems to have stopped buying somewhat. Large contracting business has not started yet, and there is considerable uncertainty as to extent of operations to be carried out during coming summer.

Several important price changes have taken place this week, among most notable being that of eggs. A heavy decline occurred last week, which kept retailers hopping to keep pace with it. It was expected the cold snap would put an end to it, but it didn't. Receipts from Manitoba are heavy, and are selling at 17-18½c. Further declines are looked for, although there are some shippers who are betting that the price next week will be up five cents. Price of eggs in Alberta is lowest in years, and this is helping to keep price down here.

Sugar remains unchanged, and belief is gaining ground that no change will take place for some time.

SUGAR AND SYRUPS.—Sugar looks firm at present prices. It will probably be weeks before there is another change. Corn syrup looks strong following advance in glucose.

Sugar, Eastern—	Per cwt. in sacks.
Extra standard granulated	4 70
Extra ground or icing	5 20
Powdered	5 00
Lumps, hard	5 65
Montreal, yellow	4 30
Sugar, B.C.—	
Extra standard granulated	4 70
Yellow sugar, No. 1	4 30
Yellow sugar, No. 2	4 15
Yellow sugar, No. 3	4 05
Bar sugar	4 85
Icing sugar	5 05
Powdered sugar	4 85
H. P. lumps	5 55
Sugar packed in barrels 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 70
Barrels, per cwt	4 65
Halves, 50 lbs., per cwt.	4 70
Bales, 20 lbs., per cwt.	4 75
Powdered, barrels	5 00
Powdered, 50s	5 35
Powdered, 25s	5 65
Icing, barrels	5 30
Icing, 50s	5 55
Icing, 25s	5 70
Icing, pails	5 60
Cut loaf, barrels	5 40
Cut loaf, 50s	5 65
Cut loaf, 25s	5 90
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
B. C. Cane Syrups—	
2 lb. tins, 2 doz. to case, per cs.	2 85
5 lb. tins, 1 doz. to case, per cs.	3 20
10 lb. tins, ½ doz. to case, per cs.	3 00

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	Per case.	
Imperial quarts, case 2 doz.	....	5 20
Imperial ½ gals., 1 doz.	....	4 75

DRIED FRUIT.—General tendency is for peaches to increase in price as predicted some weeks ago. Apricots and prunes are becoming scarcer at source of production. Same applies to apples. General tendency for dates is down, and prices in all probability will decline during April.

Apples, evaporated, new, per lb.	0 09	0 09½
Apricots—	Per	lb.
Extra choice	....	0 18½
Choice	....	0 18
Standard	....	0 17
Slab	....	0 15
Currants—		
Dry clean	....	0 06¾
Washed	....	0 07¼
1 lb. package	....	0 07¾
2 lb. package	....	0 15¾
Dates—		
Hallowi, loose, per lb.	....	0 06½
Hallowi, 1 lb. pkgs.	....	0 07
Figs, Cooking—		
Choice, bags	....	0 05¾
Nectarines	....	0 15
Peaches—		
Standard, 25-lb. boxes	....	0 07½
Choice, 25-lb. boxes	....	0 07¾
Extra choice, 25-lb. boxes	....	0 08¾
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 07⅝
70 to 80	....	0 08½
60 to 70	....	0 09¼
50 to 60	....	0 10¼
40 to 50	....	0 13
Raisins, Valencias—		
Valencia selects, 28's	....	1 82
Valencia selects 14's	....	0 94
Valencia layers, 28's	....	1 90
Valencia layers, 14's	....	0 97
Raisins, Sultanas—		
California	....	0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown, loose, 50s	....	0 08
3 crown, loose, 25s	....	0 08¼
Choice seeded, lb.	....	0 09¾
Extra fancy seeded, lb.	....	0 10

TEAS AND COFFEES.—During past two weeks lower grades of Rios have declined about ½c lb., due to operations in options on New York Stock Exchange, and also to fact that Brazilian Government was unable to meet payment on loans, and to raise money got rid of coffee in store. Consequently, deliveries were greater than they would have been. Roasted Rios declined, and are now 15¾c to 16c per lb. in barrels, 25-lb. tins, 17c and 65-lb. tins, 16¼c. Desirable roasting

Santos remained firm, with well described coffees hard to secure. A lot of low grade Santos is being offered. Chicory market has declined, both English and Canadian.

	Per lb.	
Coffee—		
Rio, No. 5, green	....	0 13½
Rio, roasted	0 15¾	0 16
Santos, green, No. 4	0 14¼	0 14½
Santos, roasted	0 21	0 22
Chicory, per lb.	0 07	0 08
Teas—		
China, blacks, choice	0 15	0 25
India and Ceylon, choice	0 22	0 32
Japans, choice	0 21	0 30

RICE AND TAPIOCA.—At present price, rice is extremely low, and is not likely to go lower. Wholesalers are now selling rice at 3½c for a certain grade that sold at 5c a year ago. Prices of sago and tapioca are advancing, and a distinct increase may be expected during April.

Rice—		
No. 1 Japan, per lb.	....	0 05¾
No. 2 Japan, per lb.	0 04¾	0 04⅞
Siam, per lb.	0 03¾	0 04
Patna, per lb.	0 05½	0 06¼
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 04
Tapioca, pearl, per lb.	....	0 04¼

BEANS.—Market is easier, and prices will decline 5 to 10 cents a bushel during next two weeks. Barley market is easier. Prices are likely to drop 5 to 10 cents for 98-lb. lots.

Beans—		
Austrian, hand picked	....	2 35
3 lb. picker	....	2 15
Peas—		
Split peas, sack, 98 lbs.	....	3 40
Whole peas, bushel	....	2 15
Barley—		
Pot, per sack, 98 lbs.	....	3 20
Pearl, per sack, 98 lbs.	....	4 60

NUTS.—There is no change in the nut situation.

	Per lb.	
In shell—		
Almonds, Tarragona	....	0 17½
Filberts, Sicily	....	0 13¾
Peanuts, Jumbos, roasted	0 11½	0 13¼
Peanuts, choice, roasted	....	0 11
Pecans	....	0 20½
Walnuts, Grenoble	....	0 17
Walnuts, Marbot	....	0 14
Shelled—		
Almonds	....	0 42
Walnuts	....	0 37

SALT.—An advance in the price of salt throughout Western Canada will take place April 1. The advance has already taken place in the East.

SASKATCHEWAN MARKETS.

By Wire.

Regina, Sask., April 2.—Unsettled weather of a week ago retarded business, but with the advent of spring-like conditions business has shown marked activity, markets fluctuating. Evaporated apples advanced 1 cent., and advance in sardines is expected. Lard is down ½ cent; cheese advanced 1 cent. Low prices are quoted on tomatoes and gallon apples. Shelled nuts are still advancing, and onions are very scarce, good stock Valencias commanding $7.25 in three-tier crates. Eggs are very low. In prunes, market is strong, with about 1 cent advance. Peaches are receiving more attention on account of being 3 cents per pound below prunes. No B.C. apples nor California tomatoes are on market.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 30
Butter, dairy, No. 1, 20c; No. 2	....	0 15
Cheese, per lb.	0 16⅞	0 17
Eggs, fresh, per doz.	....	0 18
Lard, 3's, per case	....	7 75
Lard, 5's, per case	....	7 67
Lard, 10's, per case	....	7 60
Lard, 20's, each	....	2 76
Dried Fruits—		
Apricots, choice	....	0 17¾
Currants, gulf cleaned	....	0 06¾
Figs, natural 6's	....	0 06¾
Evaporated apples, per lb.	....	0 10¾
Dried peaches, 25s	....	0 06
Dried peaches, choice, 25s	....	0 09½
Prunes, 70-80, 25s	....	0 10¾
Raisins, muscatels, 50s	....	0 08½
Raisins, muscatels, 25s	....	0 08¾
Raisins, Valencias, select, 28s	2 35	2 85
Raisins, seeded, choice	0 07½	0 08¼
Green Fruits and Vegetables—		
Apples, Wash., box	2 00	2 50
Apples, B.C., box	2 25	2 50
Celery, Cal., doz.	....	1 25
Grape fruit, Florida	....	6 00
Lemons, Messina	....	5 50
Lemons, California	....	5 00
Oranges, navel	3 00	3 50
Onions, Val.	....	7 25
Tomatoes, Cal., case	....	2 50
Nuts—		
Almonds, whole	0 17¼	0 18¾
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts	....	0 19
General—		
Potatoes, per bushel	....	1 00
Beans, Ontario, per bushel	2 00	2 50
Beans, Hungarian, per bushel	....	2 85
Coffee, whole, roasted, Rio	....	0 17
Rice, per cwt.	....	4 00
Sugar, standard, gran., per wt.	....	5 07
Sugar, yellow, per cwt.	....	4 67
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 62
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	7 35	7 60
Sockeye, ½s	....	9 80
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; hump back 1's	....	3 60

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., April 2.—Business is particularly bright. Some firms report 50 per cent. increase over same quarter last year. Collections are also better. There is a falling-off in country business owing to poor roads, but merchants are getting ready for river navigation, and expect better results then. Staples are quiet, and few changes are reported. Sugar, flour and molasses are inactive, and no changes are looked for. Abundance of new stock of molasses is being marketed. Valencia onions are considerably stronger at $5 and $5.25. Eggs are lower, good quantities being received, and are selling at 20 cents per doz. No western buckwheat is on market, as stocks are exhausted.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	23 75	25 00
Pork, American clear, per bbl.	25 00	27 00
Pork, domestic, per bbl.	....	29 50
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 30	0 31
Cheese, per lb.	0 17	0 17½
Eggs	....	0 20
Lard, compound, per lb.	0 11¾	0 12
Lard, pure, per lb.	0 15	0 15½
Flour and Cereals—		
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 65
Flour, Manitoba, per bbl.	....	6 45
Flour, Ontario, per bbl.	....	5 85
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 96
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel	....	1 70
Sugar—		
Standard granulated	4 30	4 40
United Empire	4 20	4 30
Bright yellow	4 10	4 20
No. 1 yellow	3 80	3 90
Paris lumps	5 25	5 50
Molasses, Barbadoes, fancy	0 28	0 29
Valencia onions, in crates	5 00	5 25
Currants, 1s, per lb.	0 08	0 08¼
Raisins, California, seeded	0 10	0 10½
Rice, per cwt.	3 60	3 70
Beans—	Per bushel.	
Canadian white	2 25	2 35
Yellow eye	3 65	3 75
Canned Salmon—	Per 4 doz. case	
Pinks	4 25	4 50
Cohoes	6 00	6 25
Red Spring	7 35	9 00

NOVA SCOTIA MARKETS.

By Wire.

Halifax, April 2.—There has been heavy drop in price of eggs past few days, and they are now wholesaling at 23 cents per dozen. Demand is heavy at lower prices. Butter is slightly easier, but receipts are too small to make any great change in price. Cheese is in good demand, with very little offering at 17½ cents. Valencia onions are quoted 4½ cents. New Egyptians will soon be on the market now. All vegetables are becoming scarce, and demand for potatoes is excellent at $1.10 per bushel and half bags. Price of sugars is unchanged, and there is better inquiry for Barbadoes molasses.

AN INJUSTICE TO CANNED GOODS.

Toronto, Apr. 2.—"Beware of canned goods and packed foods that have been kept too long," declares Drs. Hastings and Nasmith in their last "Bulletin," which points out that the Chief Inspector of Foods in the Medical Health Department has discovered cans of pork and beans which were sealed eight years ago. Cans of fermented strawberries, sealed two years ago, have also been "unearthed" by the inspector.

The department is communicating with the Inland Revenue Department at Ottawa with a view to obtaining legislation "requiring cans and packages for all goods to contain the date stamped on the bottom and top of each tin, and blown in the glass of bottles and sides of jars."

Editorial Note:—This is a somewhat hasty action on the part of these doctors. Without discussing the question with retailer, wholesaler or canner they take it upon themselves to ask that canned and preserved foods be stamped. It is well known that canned goods will keep indefinitely if packed properly and stored in the right temperature and surroundings. Yet if this new suggestion were to become law, it would practically mean that any of one year's pack could not be sold the next—should any be held over—because of the prejudice of an ignorant public against anything not "fresh," "new-laid," etc. Again, it would mean that canners who have cans, and labels held over from one season to another, would suffer a heavy loss. It would mean unnecessarily higher prices for canned goods.

Sec. Miller, of the Ontario R. G. A. is taking the matter up with the Medical Health Officer. He pointed out to him that the canners who make the goods would only be too glad to take back all goods against which there was suspicion. It is seldom any such goods are run across in these days of modern canning, so that the great majority would have to suffer for the shortcomings of a very small minority.

FLOUR and CEREALS

Heavy Demand for Mill Feeds Helps Domestic Flour Trade

Millers Prevail on Buyers to Take Flour Along With Each Order for Mill Feeds—Export Business Very Quiet—Advance Quoted Last Week in Rolled Oats and Oatmeal on Toronto Markets Still Holds—Flour Unchanged.

MONTREAL.

FLOUR.—Local trade continues fair for this period of year, which is attributed to good demand for mill feed and scarcity of latter, consequently buyers of same in order to secure a certain amount of feed have to take so much flour with each carload. Stocks of flour in jobbers hands have been steadily increasing for some weeks past and millers state that indications are that as soon as consumption of feed falls off flour market will become quiet unless export business increases considerably as local and country buyers have ample supplies on hand for some time to come. Tone of market is therefore quite steady with prices unchanged.

	Small lots, in bags, per bbl.
Manitoba Wheat Flour—	
First patents	.... 5 60
Second patents	.... 5 10
Strong bakers'	.... 4 90
Flour in cotton sacks, 10 cents per barrel more.	

	Car lots.	Small lots.
Winter Wheat Flour—		
Fancy patents	4 60	5 00
90 per cent.	4 30	4 50
Straight roller	4 10	4 30
Blended flour	4 60	4 80

CEREALS.—There is rather an unsettled feeling in market for rolled oats and it is claimed by some of the local dealers that there is price shading while others claim that they have known firms to increase their quotations 10 cents. However, local quotations which have been given for past few weeks have remained unchanged so far as larger companies are concerned and these are given as follows:

	Per 98-lb. sack
Cornmeal—	
Kiln dried	.... 2 10
Softer grades	.... 1 95
Rolled Oats—	90's in jute
Small lots	.... 2 22½
25 bags or more	.... 2 12½
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled wheat—	100-lb. bbls.
Small lots	.... 2 85
Hominy, per 96-lb. sack	2 40 2 75

MILL FEEDS.—There is same strong feeling in market which has been outstanding feature for past couple of months. Demand has been so great that practically all millers are oversold of their output. As stated last week, millers claim that they could get better prices for all kinds of feeds if they had stock available. Demand at present consists of enquiries from both United States and Canadian buyers but domestic trade is taking care of entire output. Prices remain unchanged.

Mill Feeds—	Car lots, per ton
Bran	.... 23 00
Shorts	.... 25 00
Middlings	.... 28 00
Wheat moulee	.... 28 00
Feed flour	.... 33 00
Crushed oats, ton	.... 29 00
Oat chop, ton	.... 29 00
Mixed chop, ton	.... 29 00
Barley chop, ton	.... 29 00

TORONTO.

FLOUR.—Market is still inactive as far as export business is concerned, nor is the outlook encouraging in the opinion of a number of millers. In spite of the fact that ocean freight rates are too high to enable Canadian millers to compete in the British markets and have almost killed the export business there does not seem to be any prospect of lower rates. Domestic trade is fair and is helped out by the good demand for mill feeds as many millers give lower prices on mill feeds when a certain quantity of flour is taken along with the shipment. Prospects in winter wheat States at time of writing are for a larger crop than ever before. Deliveries of Western wheat lately have been unchanged. A year ago Manitoba 1st patents were quoted at $5.40, and winter wheat fancy patents at $4.70 to $4.90.

	Small lots, per bbl.	Car lots, per bbl.
Manitoba Wheat Flour—		
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80
Flour in cotton sacks, 10c per bbl. more.		

	Small lots, per bbl.	Car lots, per bbl.
Winter Wheat Flour—		
Fancy patents	5 55	4 95
90 per cent.	5 05	4 55
Straight roller	4 95	4 75
Blended flour	4 80	4 85

CEREALS.—Business keeps up well and is expected to do so for some time. While it is generally believed that demand for cereals particularly oatmeal and rolled oats falls off in the summer, the representative of one very large firm said that statistics proved this theory to be wrong except for the month of July, at least as far as his firm were concerned. July they found rather a slack month generally, but otherwise their summer trade was as good as their winter. There is at present rather a strong feeling in cornmeal and an advance is possible. Rolled wheat is a little higher and the advance in rolled oats quoted last week is holding.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Barley, pot, 98 lbs.	2 75	3 00
Buckwheat flour, 98 lbs.	3 75	4 75
Buckwheat grits, 98 lbs.	4 50	4 75
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 10	2 30
Graham flour, 98 lbs.	....	2 70
Hominy, granulated, 98 lbs.	2 40	2 50
Hominy, pearl, 98 lbs.	....	2 50
Oatmeal, standard, 98 lbs.	2 47½	2 60
Oatmeal, granulated, 98 lbs.	2 47½	2 60
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 25	3 65
Rolled oats, 90-lb. bags	2 25	2 37½
Rolled wheat, 100-lb. bbl.	3 00	3 25
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 85

MILL FEEDS.—This market shows as great strength as ever and demand shows no signs of letting up. This week it will be found that quotations are given for straight car lots of brans and shorts, which have advanced in price. Shipments with which a certain amount of flour is taken can still be had at lower prices, however. Last year at this time bran was quoted at $20, shorts at $21 to $22, wheat moulee at $26 and $27.

Mill Feeds—	Car lots, per ton.	
Bran	....	26 00
Shorts	....	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG.

FLOUR AND CEREALS.—Flour market still quiet, with no change in price. Wheat market still firm. Much better demand than last week for rolled oats.

	Per bbl.	
Manitoba Wheat Flour—		
First patents	....	5 30
Second patents	....	4 70
Strong bakers'	3 90	4 00

CEREALS.

Rolled oats, per 80 lbs.	1 75	1 80
Oatmeal, fine, standard and gran'd, 98 lbs.	....	2 25

U.S. PARCEL POST EXTENSIONS.

Further extension of the United States parcel post privileges within the 150-mile limit is announced. This time the regulation provides that henceforth farm and garden produce weighing between twenty and fifty pounds may be shipped 150 miles in the ordinary crates and boxes employed in shipment by express. It will not be necessary to pack such articles so as to permit their handling in mail bags.

Another regulation permits that printed matter weighing more than eight ounces may be sent by parcel post. Heretofore no printed matter could be sent by the parcel post, and the limit of weight on printed matter sent by third-class mail was four pounds. Now the limit of weight by the parcel post is fifty pounds in the first zone and twenty pounds outside of the first zone.

FRUIT & VEGETABLES

New Potatoes From Bermuda Now on Canadian Market

Easier Feeling in Ontario and New Brunswick Potatoes—Receipts of Oranges Heavy—Prospects for Large Crop of Late Valencias—Some Price Changes at Montreal.

MONTREAL.

GREEN FRUITS.—During week there has been little or no change in local situation, and, as supplies coming forward are quite ample to fill all requirements, prices as a rule are easy. There has been an advance of 10 cents in California navels from last week, and, although it was thought that market would be easy, as supplies were greater than demand, the latter has picked up considerably, resulting in an advance. Almeria grapes have eased up since last week, and quotations for extra fancy heavyweights and fancy heavyweights have declined 50c and 25c respectively. Blood oranges have been offered by local dealers at $4, all sizes; while the half-boxes, 196 size, have been quoted at $2.30.

Apples—		
Spies, No. 1s, very fine, bbl.	....	7 00
Baldwins, No. 1s	....	6 50
Baldwins, No. 2s	....	5 00
Russets, No. 1s	....	6 00
Russets, No. 2s	....	5 00
Ben Davis, No. 1s	....	5 50
Ben Davis, No. 2s	....	5 00
Bananas, crate	2 00	2 50
Cape Cod cranberries, bbl.	....	16 00
Almeria grapes—		
Extra fancy heavyweights	....	6 00
Fancy heavyweights	....	5 75
Medium quality, for immediate use	....	5 50
Grapefruit, 54-64-80-96 size, case	....	4 00
Lemons—		
Extra fancy, 300 size	....	3 50
Fancy, 300 size	....	3 00
Oranges—		
Floridas, 150-176-200	....	3 50
Mexicans, 126-150, $2.00; 176-200-216-250	....	2 40
California navels, 126-150-176-200-216-250	....	2 85
Marmalade, 200 size, box	....	3 25
Blood oranges, 150-176-200-216-250-288-300 size, box	....	4 00
196 size, ½ box	....	2 30
Pears—		
California Nellis, box	....	4 00
California Nellis, half box	....	2 75
Pineapples—		
24 size	....	5 00
30 size	....	4 50
36 size	....	4 00
Strawberries, per quart	0 50	0 55

VEGETABLES.—Weather has not had much effect in local circles so far as easing off in prices is concerned. There is a firm tone to most lines. Demand is not overly heavy, but keeps steady, although light.

Asparagus is quoted at $3 to $3.50 per dozen bunches. New beets have been quoted at $1.50 per bag. Cauliflower has advanced 50c per crate of two dozen, and is now quoted at $6. Rhubarb is quoted at $1 per dozen. Florida celery has advanced 15 cents per crate, and is now quoted at $3.15 and $3.40, according to size. Boston cucumbers are down 25c, and are now quoted at $1.75. Boston lettuce has advanced 50 cents, and is now $2.75 per box. Canadian lettuce (hothouse) is quoted at $1.40 to $1.50. Shalottes have advanced 25 cents per dozen bunches, while radishes have advanced from 10 to 20 cents. Potatoes are easier, and are quoted at $1, while new potatoes (Bermuda) are quoted at $7 to $8 per barrel.

Asparagus, doz.	3 00	5 00
Beans, wax, crate, Florida	6 50	7 00
Beans, string, crate, Florida	6 50	7 00
Beets, bag	....	1 25
New beets	....	1 50
Brussels sprouts, quart	0 28	0 30
Cabbage, bbl.	2 75	3 00
Cabbage, per dozen	....	1 25
Carrots, bag	....	1 50
Cauliflower, crate 2 doz.	....	6 00
California celery, crate, $6.50-$7.50; Florida, crate	3 15	3 40
Cucumbers, Boston, dozen	....	1 75
Egg plant, crate, 2 dozen	....	5 00
Garlic, per lb.	....	0 10
Lettuce, Boston, box	....	2 75
Canadian lettuce	....	1 40
Mushrooms, basket, 4 lbs.	....	2 60
Onions—		
Spanish, per crate, 150 lbs.	5 00	5 50
Spanish, half case	3 00	3 25
Red Danvers, 100-lb. bag	....	5 00
Shalottes, per dozen bunches	....	0 75
Parsnips, bag	....	1 50
Parsley, American, per doz., bunches	....	0 75
Parsley, Canadian, per doz. bunches	....	0 35
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Bermuda, barrel	7 00	8 00
Green Mountains and Quebec, bag	....	1 00
Potatoes, sweet, Jersey, hpr.	....	2 00
Radishes, per doz. bunches	0 50	0 60
Rhubarb, dozen	....	1 00
Spinach, C.H., box	....	2 50
Spinach, C.H., barrel	....	4 50
Turnips, Quebec, bag	0 75	1 00
Tomatoes, Florida, per lb.	4 50	5 50
Young onions	....	0 30

TORONTO.

GREEN FRUITS. — Receipts of oranges are heavy and prices are still easy. The crop this year is said to be almost a record crop—"the biggest ever with one possible exception," was the way one authority on the street put it. While prices are quite likely to advance with heavy consumption, there is no prospect at present of what could be called high prices. Quotations are now so low that even a considerable rise would not make prices high in comparison with other years.

Latest news from California of the late Valencia crop there says that the prospects are for a large output of fine quality fruit.

Apples are firm in price, and some are quoting as high as $7 a barrel for really first-class Spies.

Apples—		
Spies, hand picked, barrel	5 00	6 00
Other varieties, winter apples, No. 1s	4 50	5 25
Other varieties, winter apples, No. 2s	3 50	4 00
Local, bbl.	2 00	4 00
IMPORTED.		
Apples, Jonathans, case, fancy, extra	2 50	3 00
Spitzenbergs, per box	2 75	3 00
Roman Beauties, box	2 75	3 00
Bananas, per bunch	1 50	2 00
Cranberries, long keepers, box, $3.75; bbl.	11 00	13 00
Grapefruit, Florida, case	4 00	5 00
Grapefruit, Cuban, case	3 50	4 00
Grapes, Malaga	6 50	8 50
Grapes, hot house, lb.	0 75	0 90
Oranges—		
California navels	2 75	3 25
Floridas, best grades	....	3 00
Messinas	....	3 00
Sevilles	....	3 00
Lemons, Messina, 300's, new	2 75	3 50
Pineapples, Floridas	4 00	5 00
Pineapples, Cuba, case	4 00	4 50
Strawberries, per quart	0 35	0 40

VEGETABLES.—Most lines of Canadian vegetables other than potatoes are getting scarce. Ontario cabbage is nearly done, but there is still a little being offered. Potatoes are in good demand, but prices are expected to be easier soon, as it is believed there are plenty of potatoes in the country. One dealer said that in his opinion the breaking up of the roads, making transportation difficult, was all that was keeping prices up just now. "Of course, you never can tell," he added; "but, personally, I look for a decline." Florida vegetables are not expected to be cheap this year owing to the frosts there.

Asparagus, Cal., large bunch	0 50	0 75
Beets, Canadian, per bag	1 25	1 75
Cabbage, Ont., bbl.	2 50	2 75
Cabbage, new, Southern, bbl.	2 50	3 25
Carrots, Canadian, bag	1 35	1 75
Cauliflower, Cal., per crate 2 doz.	3 50	4 50
Cucumbers, doz.	2 00	2 75
Florida, celery, case	2 75	3 25
Egg plants, per doz.	2 75	3 00
Mushrooms, per lb.	0 60	0 75
Spanish, crate	4 75	5 00
Large cooking, bag 100 lbs.	4 50	5 00
Green, doz., Canadian, 20-30c; U.S.	0 40	0 60
Parsnips	1 25	1 75
Green peppers, basket	0 75	1 00
Potatoes, New Brunswick, per bag	1 00	1 10
Potatoes, Ontario	0 90	1 00
Sweet potatoes, kiln dried, hamper	1 10	1 40
Potatoes, new, Bermuda, per bbl.	9 00	10 00
Parsley, doz. bunches, Can., 25c; U.S.	....	0 75
Rhubarb, per dozen	0 90	1 15
Tomatoes, Florida, per case	3 50	5 00
Turnips, bag	....	0 50
Radishes, Can., per doz.	0 40	0 60

WINNIPEG.

VEGETABLES.—Principal feature of market is decline in price of potatoes, owing to fairly open weather, and heavy receipts. Car lots being offered around 70c delivered. Selling in small lots 80c. Car lot receipts Florida tomatoes being received, selling $5, six basket crates; quality good.

Asparagus, per lb.	....	0 25
Beets, old, per cwt.	2 00	2 50
Beets, new, doz. bunches	....	1 00
Brussels sprouts, lb.	....	0 25
Cabbage, Texas, per ton	60 00	70 00
Carrots, old, per cwt.	2 00	2 50
Carrots, new, doz. bunches	....	1 00
California celery, crate	....	6 00
Florida celery, crate	....	3 75
Cucumbers, extra fancy, hothouse, doz.	....	2 75
Green peas, lb.	....	0 15
Green peppers, crate	....	5 50
Head lettuce, Texas, hampers	3 50	4 00
Head lettuce, Cal., crate	....	6 00
Leaf lettuce, box	....	0 60
Onions—		
Valencias, per crate	5 50	6 00
Imported, sacked, per cwt.	....	5 50
Parsnips, per cwt.	....	2 50
Parsley, per doz. bunches	....	0 60
New potatoes, per cwt.	....	12 00
Potatoes, car lots	....	0 70
Potatoes, sweet, per hamper	....	2 00
Tomatoes, Florida, per crate, 6 bkts.	....	5 00
Rhubarb, hothouse, per lb.	....	0 12½

FISH AND OYSTERS

Fresh Halibut Will Be Procurable for Good Friday

At Least One Carload Received at Toronto, and Shipments Expected at Montreal—Oyster Trade Quiet—Jewish Holidays, Soon to Start, Will Likely Stimulate Trade.

MONTREAL.

FISH.—Trade is rather quiet and prospects not very bright for next few weeks. Frozen stock is getting slowly out of market, and fresh, though not over-abundant, is arriving in fair quantities. First shipment of fresh halibut from coast is expected to arrive next week. It is custom to have fresh halibut and salmon from West Coast for Good Friday, and trade will not be disappointed this season.

Fresh cured fish, such as haddies and fillets, are in good demand and at moderate prices.

In salt and pickled lines only sorting-up orders are received. Market as a rule is pretty well sold out, except salmon and sea trout. Demand for oysters, both shell and bulk, is quiet. Lobsters are easier, with prices lower.

In anticipation of Jewish holidays, which will start about a week from now, good-sized orders of imported herrings are received by wholesalers. Inquiries for fresh river fish are also pouring in from different quarters, but as it is a late season, none is expected for some time yet.

FISH AND OYSTERS. — "Something terrible, something terrible," was the way one wholesaler described the amount of business passing. Near approach of Good Friday has no doubt stimulated trade somewhat. One firm received a carload of fresh halibut this week, which they put on sale at 11 to 12 cents per lb. On the whole, prices of fish have been low this year, and demand has been good, especially since middle of January.

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	.8 .9	.9 .10
Haddies, 15 lb. and 30-lb. boxes, lb.	.10	.8 .10
Haddies, fillets, per lb.	.12	.12 .13
Haddies, Niobe boneless, per lb.	.10	.10
St. John's bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.10	1.20
Smoked herrings, medium box	.13	.15
Smoked boneless herrings, 10-lb. box	1.00	1.15
Kippered herrings, selected, 60 in box	1.10	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Imported Scotch kippered herrings, box 40		1.75
Smoked salmon, per lb.	.22	.23
Ciscoe herrings, a basket 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut		.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	.15-.16	.12
Salmon—Gaspe, medium and small, per lb.	.14-.15	.12
Salmon, red—steel heads, per lb.	.12-.13	.11-.14
Salmon, red—sockeyes, per lb.	.10-.11	.07-.11
Salmon, red—Cohoes or silvers, per lb.	.08½-.09	.07-.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09-.10
Halibut, eastern chicken and medium, per lb.	.10-.11	
Mackerel, bloater, per lb.	.07-.08	.09
Herrings, medium, 50 lb., per 100 count		2.50
Herrings, large, 85 lb. per 100 count		2.75
Haddock, medium and large, per lb.	.05½-.06	.05-.07
Market codfish, per lb.	.05-.05½	.05-.08
Steak codfish, per lb.	.06½-.07	.09
Pollock, per lb.	.04½-.05	.04½
Smelts, extras, 10, 20, 25, per lb.		.15
Smelts, medium to large, per lb.	.12	.12
Smelts, small, per lb.	.06	.08
Flounders, per lb.	.06	.06
Canadian soles, per lb.	.08	
Blue fish, per lb.	.16-.17	.10-.14
Striped Sea Bass, large, per lb.	.17-18	
Striped sea bass, small, per lb.	.10-.11	
Sea trout, per lb.	.10-.11	.07½
Shad	.10	

LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tulibees, per lb.	.06½-.07	.07
Lake Trout, large and medium, per lb.	.11-.12	.12
Dore, dressed or round, per lb.	.09-.10	.09-.10
Pike, dressed and headless, per lb.	.06½-.07	.06
Pike, round	.05½-.06	
Eels, per lb.	.10	.10
Pike, round, per lb.	.06-.06½	.06
Eels, per lb.	.10	.10
Perch, per lb.	.09-.09	
Carp	.12	

PICKLED FISH.

Salmon, Labrador tierces 300 lb.	21.00	
Salmon, Labrador bbls. 200 lb.	15.00	
Salmon, Labrador, half bbls. 100 lbs.	8.00	
Salmon, B.C., bbls.	14.00	14.00
Sea trout, Baffin's Bay, bbls. 200 lb.	12.00	
Sea trout, Labrador, bbls. 200 lb.	11.50	
Sea trout, Labrador, half bbls. 200 lb.	6.75	
Mackerel, N.S., bbls. 200 lb.	12.00	
Mackerel, N.S., half bbls. 100 lb.	6.25	
Mackerel, N.S., pails 20 lb.	1.50	1.75
Herrings, Labrador, bbls.	6.50	6.50
Herrings, Labrador, half bbls.	3.50	3.50
Herrings, Nova Scotia, bbls.	6.00	
Herrings, Nova Scotia, half bbls.	3.25	
Lake trout, half bbls.		8.00
Quebec sardines, bbls.	6.00	
Quebec sardines, half bbls.	3.50	
Turbot, bbls.	15.00	
Tongues and sounds, per lb.	.10	
Scotch herrings, imported, half bbls.	8.00	
Scotch herrings, imported, kegs	1.25	1.25
Holland herrings, imported milkers, hf bbls.	6.50	
Holland herrings, imported milkers, kegs	.75	1.00
Holland herrings, mixed half bbls.	6.00	

SALT FISH.

No. 1 green cod, large, bbls.	11.00	
No. 1 green cod, medium, bbl.	10.00	
No. 1 green cod, small, bbl.	8.50	
No. 1 green cod, haddock, medium, bbl.	8.50	
No. 1 green cod, haddock, small, bbl.	7.50	
No. 1 green cod, pollock, medium, bbl.	7.50	
No. 1 green cod, hake, medium, bbl.	6.50	
No. 1 Quebec eels, large, per lb.	.08	

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7.50	7.50
Dried hake, medium and large, 100 lb.	7.00	
Dried pollock, medium and large, 100 lb.	7.00	
Dressed or skinless codfish, 100-lb. case	7.00	7.00
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	.07½	.08
Boneless Codfish, 2-lb. blocks, 20-lb. boxes, per lb.	.07	.07
Boneless codfish, strips, 30-lb. boxes	.10	10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1.80	1.80
Boneless codfish, in 2-lb. and 3-lb. boxes	.15	.15

BULK OYSTERS, CLAMS, ETC.

Standards, imp. gallon	1.40	1.50
Solid meats, imp. gallon	1.70	1.75
Selects, best, imp. gallon	1.80	1.90
Selects, solid meats, imp. gallon	2.00	2.00
Best clams, imp. gallon	2.50	
Best scollops, imp. gallon	2.50	
Best prawns, imp. gallon	2.00	
Best shrimps, imp. gallon	2.25	
Sealed best standards, quart cans, each	.35	
Sealed best select, quart cans, etch	.45	

OYSTERS, CLAMS, MUSSELS AND SHELL FISH—CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8.50	
Malpeque shell oysters, selected C.C.I., per bbl.	12.00	
Malpeque, shell oysters, selected J.A.P., per bbl.	10.00	
Malpeque, shell oysters, selected XXX, per bbl.	9.00	
Malpeque, shell oysters ordinary, per bbl.	8.00	
Malpeque, shell oysters, caraquets, per bbl.	5.00	
Clams, per bbl.	9.00	
Mussels, per bbl.	6.00	
Live lobsters, medium and large, per lb.	.28	.30
Boiled lobsters, medium and large, per lb.	.30	
Scotch herrings, mixed kegs	.65	.65

HALIFAX, N.S.

FISH.—Demand for fish is greater than supply. While local fishermen have made some fair catches during past week, they have not been sufficient to meet requirements of trade. There is a fairly good supply of halibut on market, but cod and haddock are scarce for season of year.

Smelts are about done, and not a lobster is offered for sale. There is an unusual inquiry for lobsters, but dealers have not been able to secure any.

Dry and pickled fish trade is dull, and will remain so for some time.

WINNIPEG.

FISH AND POULTRY.—Business in fish during week has been away ahead of previous week. Getting in a few shipments of halibut and salmon from coast, but prices so high, not affecting price of frozen fish. Frozen lake fish moving good, and figure all frozen stocks will be cleaned off before any of fresh stock comes from local lakes. Demand for oysters remains steady, and prices unchanged. Will continue to handle oysters in this market until middle of April. Poultry stock held over from Christmas trade by dealers now cleaned up. Fresh packed graded stock bringing good prices. No. 1 roasters, 22c; broilers, 26c; milk-fed chickens, 27-32c; turkeys, 26c; geese and ducks, 21½c; fatted ducklings, 25c. No question that stocks in dealers' hands this year are far superior to last year's holdings. Will have tendency to increase retail sales, and price, quality considered, will be very reasonable.

Fish—		
Fresh whitefish, per lb.		0 08½
Halibut		0 08
Salmon		0 10
Smelts		0 10
Herring		0 06
Lake trout		0 12
Cod fish		0 10
Cured Fish—		
Smoked goldeyes, per doz.		0 50
Finnan haddies		0 08
Holland herring, keg		0 08
Labrador herring, ½ bbl.		4 25
Oysters—		
Per gallon		2 75
Large tins, 4 1-5 gals.		10 50
Poultry, Live—		
Fowls		0 12
Chickens		0 12
Turkeys		0 15
Ducks		0 12
Geese		0 12
Poultry, Dressed, Fancy No. 1—		
Fowls		0 12
Chickens		0 21
Turkeys		0 26
Ducks		0 21½
Ducklings		0 25

PRODUCE & PROVISIONS

Larger Supplies of Butter Now Coming Forward

Offerings of Both Storage and Fresh-Made Increase—Another Decline in Eggs — Supply Larger Than Demand—Many Go Into Cold Storage—Western Eggs Continue to be Offered to Eastern Dealers—Cheese Holds Firm.

MONTREAL.

PROVISIONS.—Business on local market this week is quiet and volume of trade passing at present is small. All meats are not showing any movement whatever but this fact is on account of Lenten season. Local produce merchants expect to see a movement during first part of next week as demand generally starts in about Easter. In cooked meats, hams, boiled, have declined one cent. and market is quite easy at present quotation of 27 cents. Market for lard is still easy but without change in quotations. There are, however, some dealers who are shading prices as much as ½ cent. Quotations on hogs have remained unchanged from one week ago.

Hams—		**Per lb.**
Medium, per lb.	....	0 18½
Large, per lb.	0 18	0 18
Backs—		
Plain, bone in	....	0 23
Light, per lb.	....	0 19
Boneless	....	0 26
Peameal	....	0 26
Bacon—		
Breakfast	0 19	0 21
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—		**Per bbl.**
Heavy short cut mess	....	29 00
Heavy short cut clear	....	29 00
Clear fat pork	....	28 00
Clear pork	....	27 00
Lard, Pure—		**Per lb.**
Tierces, 375 lbs. net	....	0 14
Tubs, 50 lbs. net	....	0 14¼
Boxes, 50 lbs. net	....	0 14¼
Pails, wood, 20 lbs. net	....	0 14½
Pails, tin, 20 lbs. gross	....	0 14½
Cases, 10-lb. tins, 60 in case	....	0 15
Cases, 3 and 5-lb. tins, 60 in case	....	0 15
Bricks, 1 lb. each	....	0 15½
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10½
Tubs, 50 lbs., net	....	0 10¾
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 11
Pails, tin, 20 lbs., gross	....	0 11
Cases, 10-lb. tins, 60 in case	....	0 11¾
Cases, 3 and 5-lb. tins, 60 incase	....	0 11¾
Bricks, 1 lb. each	....	0 12¼
Hogs—		**Per cwt.**
Dressed, abattoir killed	13 50	13 75
Dressed, country	12 75	13 00

BUTTER.—Possibly outstanding feature of local market during past week has been increased in supplies coming forward. There was an increase of over 1,400 packages from the same period of one year ago. This fact, however, has not had any effect on quotations and it is thought in local circles that new make will remain high for a few weeks yet. However, if supplies continue as they have been for past week there is bound to be a much easier market. It is claimed by some that make this year is not up to standard and that there is a stably taste detected. This has not helped to strengthen market at all.

Butter—		
Finest creamery	....	0 30
Dairy butter	0 24	0 26

EGGS.—Market is quite weak. Every day there are offerings far in excess of needs. A feature of local market during week was offering of carloads from middle west. This goes to show that Western farmer is going in more for mixed farming.

During past week there has been a further decrease in local quotations of three cents per dozen and at present prices market is in poor shape as regards future course, practically all dealers being of opinion that there will be still further drops.

Quite a noticeable drop has been made by nearly all retailers during week, one man in particular stating that from one week to another he has been able to reduce price of new laids 14 cents to his customers. Needless to say there are more eggs going into consumption than there were a few weeks ago.

Eggs, case lots—		**Per dozen.**
New laids	....	0 24
Splits	....	0 21
Chinese	....	0 20

CHEESE.—There is no important change in local cheese situation to note. A few small parcels of fodders have come forward, but according to advices received from some sections of country season is backward and indications are probably that make will be smaller than last year.

Cheese—		
Old specials, per lb.	0 17	0 18
September and October	0 15½	0 16
November, per lb.	0 15½	0 16
Stilton	....	0 18

HONEY.—"The market is still quite weak without any improvement looked for" is the way one local dealer put it this morning. There is nothing to report in this market as prices and demand are unchanged from one week ago.

	White Clover per lb.	**Buckwheat per lb.**
Honey—		
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY.—There is no change in condition of the market for poultry of all descriptions. Supplies coming forward from the country are small for which there is a steady demand with prices firmly maintained.

POULTRY.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	....—....	....—0 25
Ducks, milk fed	0 15—0 18	0 18—0 19
Fowl	0 18—0 20	0 17—0 19
Geese	....	0 15—0 16
Turkeys, spring	....	....—0 23
Turkeys, old Tom	....	0 14—0 16
Milk fed chickens, lb.	....	....—0 25
Milk fed broilers, lb.	....	....—0 30

TORONTO.

Many provision men on the Street are much interested regarding the extent to which Western produce may affect the local market in future. This winter saw many carloads of hogs shipped East from the Western provinces and it is considered by a few that but for this, pork products here would have been very high. The manager of one large firm stated to Canadian Grocer that more hogs were being produced in the West now than ever, the great reason being that the farmers there, were now feeding hogs with the large quantities of grain which had formerly gone to waste around threshing "stands," etc. On the other hand, another large dealer gave his opinion that the heavy receipts of Western hogs here had been due to fact that many people out West had been hard up this year and had sold everything they could; in addition to this, considering the probability of a large influx of population there, he was of the opinion that shipments of hogs from the West here would not occur in large quantities again for some time.

Another feature is the fact that quantities of Western eggs have been offered to local dealers this spring, and it is reported here that they can be bought at Western Country points for 15 cents per dozen hence to say the least it is not at all likely that we shall ship any eggs West as long as present conditions obtain there. When we further consider the probability of Chinese eggs invading American markets next winter, it looks, as one man said, "as if high priced eggs will not be seen here again in a hurry."

Locally butter continues easy; cheese, however, is very firm.

PROVISIONS.—Markets show about same amount of activity as in past week or two. It is expected that demand will increase considerably when Lent is over. Meanwhile prices are steady, and no change in price is looked for. Some houses have found this an exceptionally good year for cooked meats.

Hams—		
Light, per lb.	0 18	0 20
Medium, per lb.	0 17½	0 19
Large, per lb.	0 16	0 18½

Backs—		
Backs, per lb.	0 22	0 24
Boneless, per lb.	0 23	0 26
Pea meal, per lb.	0 23	0 27
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 15	0 17
Shoulders, per lb.	**0 14**	**0 14½**
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 15
Long clear bacon, heavy	0 13½	0 14½
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 28
Hams, roast, per lb.	0 25½	0 28
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	**....**	**0 22**
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	27 00
Short cut, per bbl.	27 50	28 50
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13	0 14½
Tubs, 60 lbs., per lb.	0 13¼	0 14¾
Pails, 20 lbs., per lb.	0 13½	0 15
Tins, 3 and 5 lbs., per lb.	0 13¾	0 15½
Bricks, 1 lb., per lb.	0 14¼	0 16
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¾	0 10¾
Tubs, 50 lbs., per lb.	0 10	0 11
Pails, 20 lbs., per lb.	0 10¼	0 11½
Hogs—		
F.O.B., live, per cwt.	8 90	9 00
Live, fed and watered, per cwt.	9 25	9 50
Dressed, per cwt.	12 50	13 75

BUTTER.—"The bottom is out of the the butter market," was one reply to an inquiry made by the Grocer representative regarding market conditions. While this wholesaler was the only one to make such a radical statement, there is no doubt that butter is fairly easy at present. Storage stocks are now believed to be larger than was anticipated some time ago and many dealers are ready to part with what they have at any prices that are at all reasonable. Two large houses are known who a few weeks ago bought all the solids they could lay their hands on, expecting that supplies would be low. Undoubtedly it is the anxiety to get rid of this storage stuff that is causing the easiness of the market. Fresh made butter is coming forward in ever increasing quantities and the quality now is much better.

While special prices are quoted for special brands the following prices are current among the majority of wholesalers.

Butter—		
Creamery prints, fresh made	0 30	0 33
Creamery prints, storage	0 28	0 30
Creamery solids, storage	0 27	0 28
Dairy prints, choice	0 26	0 28
Dairy, solids	0 21	0 25
Separator prints	0 26	0 29

EGGS.—"Going down" said the egg dealer;—no, he wasn't speaking to the elevator man, he was just talking about the price of eggs. As will be noticed below another decline has taken place this week. The supply from Ontario farms is now very large and in fact very considerable numbers are going into storage. Business continues good under stimulation of Lenten season and lower prices although some dealers consider volume of trade a little disappointing.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	....	0 24
Strictly new laid	....	0 22
Splits	0 18	0 20

CHEESE.—Cheese continues firm with no change in prices. Consumption keeps up well and demand is good.

Cheese—		
Old, large	0 16	0 16½
Old, twins	0 16¼	0 16½
New, large	0 15¾	0 16
New, twins	0 16	0 16¼

POULTRY.—As was stated last week live fowl are coming forward in larger numbers now than they have for some weeks past. Turkeys, however, are now nearly all storage stock and supplies are not large. Demand keeps up well and prices are unchanged.

Fresh Stock—	Live.	Dressed.
Fowl	0 16	0 18
Chickens, lb.	0 18	0 22
Geese	0 14	0 16
Turkeys, spring	0 17	0 22
Turkeys, old Tom	0 15	0 17

HONEY.—Market is quiet and conditions are much the same as they have been for some weeks. Many dealers are asking just what they can get but prices below will catch the most of them.

Clover, bbls., per lb.	0 08	0 08½
60 30-lb. tins, per lb.	0 08½	0 09
10, 5-lb. tins, per lb.	0 09½	0 10
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	2 00	2 25

WINNIPEG.

PROVISIONS.—Pork prices remain same, and market has a marked tendency to get stronger. Demand is good. Lard prices remain same. Demand for pure lard is good. Market liable to rise with pork prices.

Cured Meats—		
Hams, per lb.	....	0 19½
Shoulders, per lb.	....	0 12½
Bacon, per lb.	....	0 25½
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 12½
50 lb. tubs	....	6 37
20 lb. pails	....	2 68
3 lb. tins, cases	....	8 10
5 lb. tins, cases	....	8 02

BUTTER. — Market remains firm. Eastern Townships especially demands high price. Manitoba creamery shows increased receipts; price remains same, and quality only fair. No change in market is looked for during coming week.

Butter—		
Creamery, Manitoba	....	0 29
Creamery, Townships	0 32½	0 33
Dairy	0 19	0 24
Cooking	0 15	0 16

EGGS.—Egg market shows further decline from a week ago. Fresh receipts of Manitoba stock are selling 17 to 18½; look for further decline during coming week, which is only to be expected taking into consideration fact that Alberta eggs are netting shippers only 14c per dozen. Increased receipts will doubtless cause decline. At this season of year there is usually a decline, but not so sudden. Alberta eggs are selling the lowest in years.

Eggs—		
Extra first	....	0 19
Checks	....	0 14
Extras in cartons	....	0 23

CHEESE. — Market is good, stock bringing highest prices in two years. Would not be surprised to see further advance as the stocks of Manitoba cheeses are entirely cleaned up, and outside of a car of poor stock held in storage, cheese requirements are being brought weekly from the East.

Cheese—		
Large	....	0 16¾
Twins	....	0 17¼

OPPORTUNITIES IN OLIVE OIL.

(Continued from page 29.)

which the children will find beneficial.

Baked or boiled potatoes, lettuce, tomatoes and other vegetables are said to be made more wholesome by liberal baptisms of olive oil used in combination with sugar, lemon juice, salt, etc., to suit the taste. In the making of salad dressing and mayonnaise it is very helpful.

A large custom in olive oil was built up by a grocer, known to the writer, whose plan told in his own words was this. "I got out several hundred circulars giving recipes for salad dressing, mayonnaise, biscuits, frying oysters, fish, potatoes, etc., etc., At the top I had printed in large letters "Pure Olive Oil for table and kitchen use sold by A. Blank." Then at each side I had a short column giving the sizes of bottles carried and underneath them the statement "Economize in cooking, one gallon olive oil equals 7½ lb. of butter for cooking purposes. This circular, together with suitable window trims and show cards has made olive oil a very considerable part of my business, where previously it was practically nil."

A Display That Sold Well.

Another grocer put a large number of bottles in his window with cards reading, "Do your French fried potatoes in olive oil and have them sweet and light." In the centre of the group he had a large bottle filled with strained oil which had been used to fry doughnuts and put with it a card reading "Fried the last batch of doughnuts to perfection and ready for several more." In another part of the window he had a little table set with dishes, at which a large doll was set, with a saucer and spoon in front of it with traces of cornflakes on the saucer. A card on the table represented the doll as saying, "I want some more cornflakes with olive oil and honey." "Do you know," said this grocer. "I had crowds around that window and lots of women who came in asked if olive oil could be put to all those uses. I can't tell exactly how much more olive oil I sold, but I know those little schemes made an awful difference."

With olive oil of course many other lines suggest themselves to the dealer: Vegetables, fish, syrups, etc., ets., can all be pushed at the same time.

AN APPRECIATION FROM THE OLD LAND.

A. Clegg, a grocer, in Church, Lancashire, England, is an Old Country subscriber to Canadian Grocer who finds it interesting and valuable to him. "Going through a number of copies the other day," he writes our London, Eng., office, "I found them so interesting that I should like to receive them from my last subscription. . . . Would you kindly follow on." Mr. Clegg refers particularly to the value the window displays are to him and the general news features.

You get full profit on this Macaroni

There is no customs duty to cut in on and reduce your profits. These brands of quality Macaroni are made right here in Canada with the finest hard Canadian wheat—the best in the world.

For deliciousness and quality, they are unsurpassed by any imported.

Hirondelle

(Swallow)

L'Etoile

(Star)

are the brands of Macaroni, Vermicelli, Spaghetti, that will give your customers full satisfaction and enhance your profits.

The moderate prices, larger profit and extensive consumer advertising campaign, are reasons why you should put these lines to the front.

Order from your wholesaler.

C. H. Catelli, Limited

Montreal

AGENTS

Tees & Persse, Limited, Winnipeg

C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25 size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER.

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	$1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

FOREST CITY BAKING POWDER

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books, each	0 04
100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per dozen, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$ 2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 65
Green Gage plum, stoneless	1 60
Gooseberry	1 85
Grape	1 65

Marmalade.

Orange jelly	1 65
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

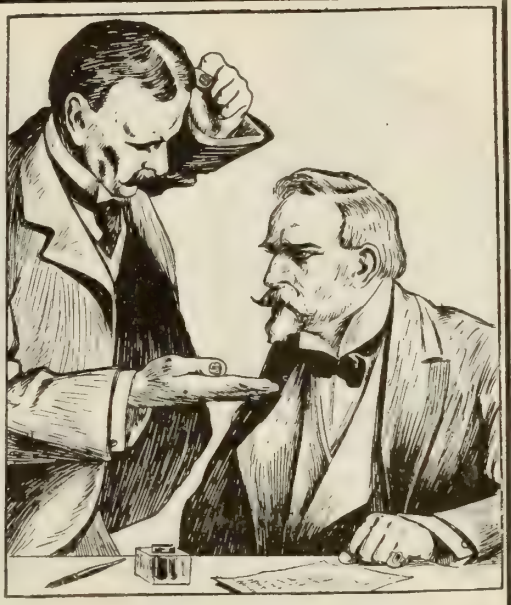
Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 995
Raspberry	0 69	0 95

14's and 30's per lb.
Freight allowed up to 25c per 100 lbs.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Get These Facts



If your goods are not yet on the fast-growing, large-buying Western market, you are losing many good sales. And if you are delaying to take advantage others will step in ahead and your products will have to break through the competing lines to reach the market. Get right in now—on the ground floor of the trade and success will be yours.

We offer our services in introducing and marketing your products—the service of a well-trained and efficient staff, who call daily on the wholesalers throughout the entire West. We offer our warehouse and shipping facilities at the six main distributing points. We will give you an excellent service at a low cost and will guarantee sales.

Write to-day for particulars and terms.

Nicholson & Bain

WHOLESALE COMMISSION MERCHANTS AND BROKERS

Winnipeg, Manitoba

Branches: REGINA, SASKATOON, EDMONTON, CALGARY, LETHBRIDGE

You'll find it a pleasure to sell—

DICKESON'S TEA

"The Beverage of the Old Country."

It is making new friends everywhere, and sales are going up and up!

The superior flavor and quality of Dickeson's Tea makes it an easy seller—a quick profit-maker—a splendid repeat-getter. Introduce Dickeson's Tea to your customers and watch your tea trade grow!

Write to any of these Canadian Agents:

Toronto—Fredk. E. Robson & Co.
Hamilton—C. G. Walker & Co.
Ottawa—H. N. Bate & Sons, Ltd.
Windsor—G. Clair Bliss, Detroit, Mich.
London—R. Donaghy.
St. John, N.B.—E. T. Sturdee.
Quebec, Que.—
A. Francois Turcotte.
Winnipeg, Man.—
W. Lloyd Lock & Co.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

By Special royal permission

The Kingly flavor of "King Oscar" Brand **Sardines**

From the moment the sardine is taken from the water until it is packed in hermetically sealed tins it goes through its several operations in the utmost cleanliness, and so quickly that it retains its true sea flavor, which is further preserved by the use of finest quality olive oil.

Don't take chances, stock "King Oscar." Your wholesaler has them.

CANADIAN AGENTS:

J. W. Bickle & Greening

(J. A. Henderson)

HAMILTON, ONTARIO

EVERYDAY LINES

Brooms of quality

Wrapping Paper and Twines

Boss Washers

Mop Wringers

Dustless Mops

Self-Wringing Mops

GlobeWashboards

Walter Woods & Co.

HAMILTON and WINNIPEG

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes.	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, dozen	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q; F M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking), doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 50
Clover Brand, each 4 doz.	4 50
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 30
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.
WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50

Hawaiian Pineapple

Each year since 1907 the American public has bought several million cans more than the year before, and we are continuing to increase the demand.

100,000 CANS 1903

5,000,000 CANS 1907

10,000,000 CANS 1908

31,000,000 CANS 1910

One can for every three persons in the United States.

?

1914

Here are two big reasons for stocking up well with Hawaiian Pineapple right now.

The Hawaiian Pineapple Packers' Association of Honolulu, Hawaii, comprises the following companies, being all the packers of pineapple in the Islands of Hawaii:

HAIKU FRUIT & PACKING CO., Ltd., Haiku, Maui, Hawaii
U. S. Sales Agents:
DEMING & GOULD CO., 326 West Madison St., Chicago, Ill

HAWAII PRESERVING CO., Honolulu, Hawaii
U. S. Sales Agents:
CALIFORNIA FRUIT CANNERS' ASSN., 120 Market St., San Francisco, Calif

HAWAIIAN ISLANDS PACKING CO., Honolulu, Hawaii
U. S. Sales Agents:
GRIFFIN & SKELLEY CO., 16 California St., San Francisco, Calif.

HAWAIIAN PINEAPPLE CO., Ltd., Honolulu, Hawaii
U. S. Sales Agents:
HUNT BROS. CO., 112 Market St., San Francisco, Calif.

KAUAI FRUIT & LAND CO., Kauai, Hawaii
U. S. Sales Agents:
KELLEY-CLARKE & CO., Seattle, Washington

LIBBY, McNEILL & LIBBY (Incorporated), of Honolulu, Hawaii
U. S. Sales Agents:
LIBBY, McNEILL & LIBBY (Incorporated), Chicago

MAUI PINEAPPLE CO., Maui, Hawaii
U. S. Sales Agents:
GRIFFITH-DURNEY CO., 1 Drumm St., San Francisco, Calif.

PEARL CITY FRUIT CO., Ltd., Honolulu, Hawaii
U. S. Sales Agents:
THEO. H. DAVIES & CO., Ltd., 260 California St., San Francisco, Calif.

THOMAS PINEAPPLE CO., Wahiawa, Hawaii
U. S. Sales Agents:
THE J. K. ARMSBY CO., 627 Howard St., San Francisco, Calif.

YOU may have had no difficulty heretofore in supplying your trade, but it is likely to be difficult this year. The advertising on HAWAIIAN PINEAPPLE, combined with the low price made last season, increased its use wonderfully. Our advertising campaign this year is bigger than ever. Twenty thousand women have already asked for our new recipe book, and this advertising has only just begun. It is an unusual book. Better write us for one yourself.

Over twenty million people will read our advertisements this month, and each month this season, HAWAIIAN PINEAPPLE will be one of the best selling and most profitable articles that a grocer can handle. Have you prepared yourself by contracting for an adequate supply of Sliced, Crushed and Grated? You please your customers when you sell them HAWAIIAN PINEAPPLE. Most of them have seen the advertisements and are ready to buy. IT ALWAYS REPEATS. HAWAIIAN CANNED PINEAPPLE is economical for you and your customers; no loss by spoilage, as with green pineapples; no trouble or waste with skins and cores. It is far better and less expensive than "Fresh" pineapples and it is obtainable all year round (if you do your part).

If this year's productions hit high-water mark, there won't be over one can for every two persons in the United States. BETTER THINK FAST AND ORDER QUICKLY.

HAWAIIAN PINEAPPLE PUBLICITY DEPARTMENT,
1502 Tribune Building, N.Y.

EASTER

Fruits and Vegetables

Delicacies Imported Consist of

Pineapples, Tomatoes, Asparagus, Strawberries, Cucumbers, Lettuce, Etc.

800 Bunches Choicest Bananas.

Oranges—Navals, Floridas and Bloods.

New Fresh Cocoanuts.

Fish for Good Friday, full assortment.

White & Co., Limited

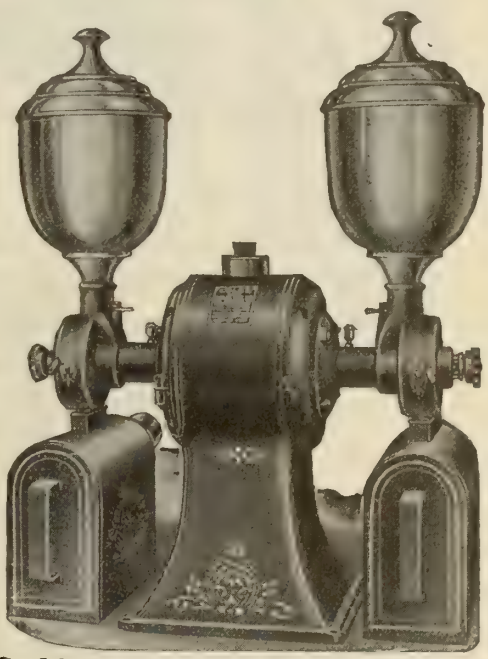
Toronto and Hamilton

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO

1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

WETHEY'S
CONDENSED
MINCE MEAT

is recognized
from Coast to Coast
as the
standard of excellence

Are you stocking it?

Any Jobber can supply you

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO.
ANCHOR BRAND.

Ammonia Powder—"Anchor"	Per case.
5c cases, 6 doz.	$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25
Baking Powder—"Anchor"	**Per doz.**
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5 lb. tins, cases 1 doz.	8 40
Chocolate—Unsweetened—"Anchor"	
10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	**Per doz.**
10c tins, cases 4 doz.	0 90
	Per lb.
⅛s, tins, cases 4 doz	0 36
¼s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35
Coffee—"Anchor"	**Per lb.**
1 lb. tins, whole or ground, cs., 30 lb.	0 33
2 lb. tins, whole or ground, cs., 30 lb.	0 32
Cream of Tartar—"Anchor"	**Per doz.**
10c pkgs., boxes 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40
Custard Powders—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Flavoring Extracts—"Anchor"	
10c bottle	1 00
2½ oz. bottle	2 00
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 00
32 oz. bottle	24 00
64 oz. bottle	48 00
Flour—Potato—"Anchor"	**Per doz.**
Cases 2 doz.	1 20
Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Mustard, D.S.F.—"Anchor"	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90
	Per lb.
⅛s, tins, boxes 12 lbs.	0 38
¼s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36
Rice, Special Grain—"Anchor"	**Per doz.**
Cases 2 and 4 dozen	0 90

	Per case
"Anchor" Brand.	
Shaker Table Salt, free running, cases 2 doz., case	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
⅛ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case
25c pkgs., cases 12 pkgs.	2 40

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	2 50

"KOLONA" CEYLON TEA.

	Per lb.
30c black, green or mixed, ⅛ and 1 lb. pkgs.	0 25
40c black, green or mixed, ⅛ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
'Wheat-Oa" Breakfast Food, cases 2 doz.	1 45
	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED.
Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork, 50 qts., case	8 00
50 pts., case	5 00
La Savoureuse "Claret Crown," 100 pts., case	9 00
St. Nicholas Champenoise Corks, 50 qts., case	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.	
Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb.	6 60½
Cs. 50 ¾ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs.	4 75
Cs. 200 200 grs. pieces, cs.	7 75
Cs. 100 300 grs. pieces, cs.	6 00
Cs. 200 300 grs. pieces, cs.	12 00

ALIMENTARY PASTES.
BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 08
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape juice, 12 qts.	4 75
Grape juice, 24 pts.	5 00
Grape juice, 36 splits	4 75
Apple juice, 12 qts.	3 75
Apple juice, 24 pts.	4 50
Champagne de Pomme, 24 p.	5 90
Motts Golden Russett.	
Sparkling cider, 12 qts.	4 50

SEEDS

To-day's prices Ex-warehouse Toronto, April 3rd

No. 1 Government Standard.

	Per 100 lbs.
Red Clover	$18.00
Mammoth Clover	19.00
Alsyke Clover	22.00
Alfalfa Clover (Gold)	14.50
Alfalfa Clover (Silver)	13.00
Timothy Seed	8.00

No. 2 Government Standard.

Red Clover	$16.50
Mammoth Clover	17.00
Alsyke Clover	19.00
Timothy Seed, A	6.75
Extra No. 1 for purity.	
Timothy Seed, B	6.00
No. 1 for purity.	

No. 3 Government Standard.

Red Clover	$15.50
Mammoth Clover	16.00
Alsyke Clover	15.50
Timothy Seed	5.50

Ask for samples. Phone Main 163

Geo. Keith & Sons

Seed Merchants since 1866

Toronto, Ont.

Order Fish Now

Shipments of all varieties arrive daily. Our facilities for prompt handling ensures freshness. A car of

MANITOBA White Fish

just arrived. Get our prices. We have some interesting quotations. Write, phone or wire.

LEMON BROS.

Owen Sound, Ontario

Always a leader

"ST. NICHOLAS"

It has no equal.

For Fancy Stock :—

"PUCK"

and

"QUEEN CITY"

brands are fine.

In the "Seconds" grade you can rely on

"KICKING"

brand to be as carefully packed as any, and always of good merchantable quality.

J. J. McCabe

AGENT

TORONTO, ONT.

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "**BRUNSWICK BRAND**" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

¼ Oil Sardines
¾ Mustard Sardines
Finnan Haddies
(oval and round tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

CONNORS BROS., LIMITED

Black's Harbor, N.B.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
CONNORS BROS. LTD.
BLACK'S HARBOR, N.B. CANADA
Diploma awarded at St John Exhibition 1893
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 splits	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil."

	Per case
Sur Extra Fins, 40 Falcons, cs.	$10 00
Sur Extra Fins, 100 ½ cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 25
Tins—	
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s.	2 10
20s. ⅛ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & Co., Agents.

Cases, 4 doz. each, flats per case	5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25: Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 doz. case)	$1.90	$1.80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case	$1 60	$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	6½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.06⅛
1 lb. pkg., less than 25 case lots	.06½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.04¾
21 lb., loose, long, per box	1.15

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 50
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz.	2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naphtha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD.
EDWARDSBURG BRANDS
and
BRANTFORD BRANDS.

Boxes	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb... cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's satin, 1-lb. cartons, hrome label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07⅛
40 lbs. Canada pure corn starch	.06

The Canadian Fishing Co., Ltd.

VANCOUVER, B.C.

Producers and Shippers of

PACIFIC COAST FISH of all kinds

FRESH FISH — FROZEN FISH
SMOKED FISH — SALT FISH

Carload and less than carload shipments

CORRESPONDENCE SOLICITED

GUARANTEED

Pure Maple Syrup

If you want something that is just a little better than other syrup, order from us.

The flavor is the pure maple flavor—No sediment in bottom on containers—Very rich color.

This season's run is due here any day. Let us have your order now.

Put up in 25 gal. Barrels—5 gal. Tins—1 gal. Tins—Quart Tins—Pint Tins.

Also in nicely labelled bottles of Quarts and Pints.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

Uniformity of Quality

The characteristics peculiar to each crop and affecting or disturbing in the least the ordinary methods of bread-baking, are this season highly in favor of Oak Lake District because the farmers, who settled the land in 1878 and were instrumental in securing for Manitoba Hard Wheat an enviable world-wide reputation, are still pursuing the same interests that have afforded them an independence—and pride themselves in still harvesting the same Manitoba Hard and No. 1 Northern Wheats of the highest quality that alone can produce good bread uniform in quality every year, while the flavor is excellent.

Anchor Brand Flour produced from Manitoba Hard Wheats in Oak Lake District is still regarded as the last word in Milling and sells for Standard prices everywhere.

Leitch Brothers' Flour Mills, Limited

Oak Lake, Manitoba

Regarding Continental Bags

Do you receive full value for the money you spend on Paper Bags?

You may think you do,—but do you?

Do you make a comparison between the different sorts of bags?

If not, why not?

Judicious buyers should do so.

It will prove to their satisfaction that

Continental Grocery Bags

ARE OF BEST VALUE.

THOUSANDS SAY IT. SO WILL YOU.

The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

BRANCHES: MONTREAL and TORONTO

Agencies throughout Canada

Easter

Do not overlook the fact that Easter will be here in a short time.

Let us have your order for Fearman's "Star Brand" English Bacon **now.**

F. W. FEARMAN CO., Limited

Hamilton, Ont.

Curers of "Star Brand" Bacon and Hams.

ESTABLISHED 1854.

Five mighty good reasons why you should sell "Club House" OLIVES

1. We use only the finest-flavored olives obtained from the best known localities.
2. Our scientific processing of the olives is marked by exceptional care, skill and cleanliness.
3. The "Olive" Brine is made from our own pure Artesian water.
4. Our guarantee of quality is back of each bottle.
5. "Club House" Brand is attractively packed and yields a good profit margin.

Dealers may be well advised to handle "Club House" Brand Olives.

Send along your orders now.

Gorman, Eckert & Co., Ltd.

London, Ontario

Western Selling Agents

MASON & HICKEY, WINNIPEG

(120-lb boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb. ..... .10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—
Canada Laundry—
Boxes about 40 lbs. ..... .60
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs. ..... .06½
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs. ..... .07
Barrels, 200 lbs. ..... .06½
Kegs, 100 lbs. ..... .06½
Lily White Gloss—
1-lb. fancy cartons, cases 30 lbs... .07½
8 in case ..... .07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ..... .08
Kegs, extra large crystals, 100 lbs. ..... .07
Canadian Electric Starch—
Boxes containing 40 fancy pkgs., per case 3 00
Celluloid Starch—
Boxes containing 45 cartons, per case 3 60
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. ..... .06
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs. ..... .07½
"Crystal Maize" Corn Starch—
1-lb. pkts., boxes of 40 lbs. ..... .07½
(20-lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., $1.50; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.50.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz..... 0 90
Clear soups, in stone jars, 5 varieties, doz. 1 10

SODA—COW BRAND.

Case of 1-lb., ontaining 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.
CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case 2 50
5-lb. tins, 1 doz. in case 2 85
10-lb. tins, ½ doz. in case 2 75
20-lb. tins, ¼ doz. in case 2 70
Barrels, 700 lbs. 3½
Half barrels, 350 lbs. 3¾
Quarter barrels, 175 lbs. 4
Pails, 38½ lbs. 1 95
Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case 2 65
5-lb tins, 1 doz. in case 3 20
10-lb. tins, ½ doz. in case 3 10
20-lb. tins, ¼ doz. in case 3 05
(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case .....$ 1 35
Ontario, per case 1 50
Manitoba, per case 2 30
Saskatchewan, per case 2 60
Alberta, per case 2 70
British Columbia, per case..... 2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case..... 2 60
Manitoba, per case 3 00
Saskatchewan, per case 3 20
Alberta, per case 3 30
British Columbia, per case 3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz., cases, doz.... 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen 1 90
H. P. Pickles—
Cases of 2 doz. pints 3 25
Cases of 3 doz. ½-pints..... 2 20

STOVE POLISH.

JAMES DOME BLACK LEAD. ..
5a size, gross 2 50
6a size, gross .....$ 2 40

NUGGET POLISHES.

Doz.
Polish, Black and Tan 0 35
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan..... 3 25
Creams and White Cleanser 1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY
(Empire Branch)

Black Watch, 6's ..... .45
Bobs, 5's and 10's ..... .39
Currency, 5's and 10's ..... .39
Stag, 5 1-3 ..... .39
Old Fox, 10's ..... .40
Pay Roll, Thick and thin, 7½'s..... .59
Pay Roll, plug, 7½'s ..... .59
Shamrock, bar and plug ..... .45
Empire, 6's and 12's ..... .44
Ivy, 7's .... .50
Great West, pouches, 8's ..... .59
Regal cube cut, 9's ..... .59
Starlight, 7's .... .50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 80 lb. cases.

Black, Green or Mixed.

Blue Label ⅛s 0 21
Blue Label, 1s 0 20
Orange Label, 1s 0 23
Orange Label, ½s 0 24
Brown Label 1s and ½s 0 23
Brown Label, ⅛s 0 30
Green Label 1s and ½s 0 35
Red Label, ½s 0 40

Wagstaffe's

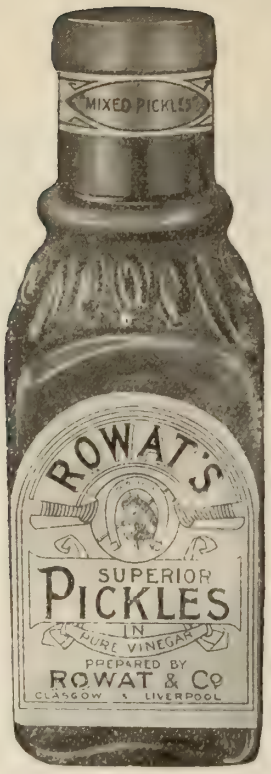
New Season's Seville Orange Marmalade

Pure as the Crystal Springs
Gaining in Popularity
Every Day

MR. GROCER,

A post card will bring one of our beautiful framed Strawberry Show Cards free of all charges. Do not fail to send us a post card.

WAGSTAFFE LIMITED
Hamilton



ROWAT'S PICKLES

stand alone in a class by themselves for purity, tenderness, an appeal-to-all deliciousness and for good selling qualities. Most dealers of quality goods handle Rowat's. It will pay you to get in line.

ROWAT & CO.
Glasgow, Scotland

CANADIAN DISTRIBUTERS: Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.
BANNER BRAND.

	Shipping Price Doz.	Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.10	35
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.
MINTO BROS., LIMITED.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JAMS AND JELLIES.
T. UPTON & CO.

Pure Fruit Jams—Raspberry and apple, strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12-oz. glass jars, 2 dozen in case, $1.00 per dozen; No. 2 tins, 2 dozen in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 57½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Fruit Jellies—Raspberry, strawberry, black currant, red currant, and pineapple flavors, 9-oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails, 6 in crate, 52½c; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality, 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

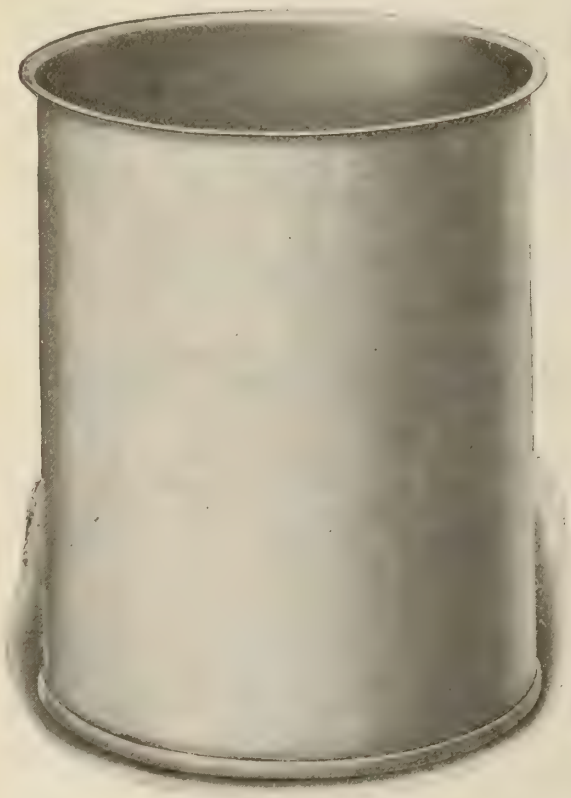
List Price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c packages 1 15



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

ROYAL

BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

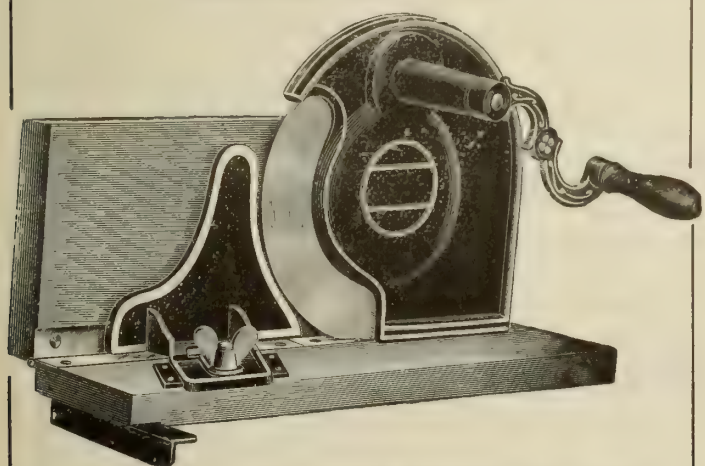
ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

THE ROTUNDA

Meat and Bread Slicer



YOU CANNOT AFFORD TO BE WITHOUT THIS MEAT AND BREAD CUTTER.

It is perfectly simple and simply perfect. There is nothing to get out of order—nothing to break or explain—it is neat and noiseless—it cuts clean and quickly—it does all it is designed to do—you can serve more customers and serve them better, besides it has advantages which similar machines do not possess. In appearance it is handsome, being finished in a deep maroon and gold.

DROP US A LINE AS TO ITS PRICE—IT IS LESS THAN IT SHOULD BE.

Fenwick, Hendry & Co.

KINGSTON, ONTARIO, CANADA

AGENTS

THE WOMAN KNOWS BEST

what suits her. She has tried other kinds but the "GIPSY" quality appeals to her most. It is so easy to use, so lasting, and so intensely black, that she recommends "GIPSY" to her friends

AND BUYS

GIPSY

Stove Gloss

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Donkin, Creeden & Avery, 118, Homer Arcade, Vancouver, B.C.

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Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

FRUIT PULPS

OF ALL KINDS
FRESH BITTER ORANGES and LEMONS
PEELS IN BRINE.
F. KESSELL & CO. 7-8, The Approach
London Bridge. London, [illegible]

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MAPLE FLAVOR

bulk only

Thomas Henderson, Manufacturing Chemist.
86 Fulton St. NEW YORK

Taylor's Prepared Mustard

The choicest mustard seeds only are used, and feeling that it has been on the market for over one hundred years, the quality is a foregone conclusion.

British Made.

F. P. Taylor, 14 Place Royale, Montreal

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

MACKINTOSH'S TOFFEE

Made in Halifax, England
"THE TOFFEE THAT SELLS"

FINCH'S PATENT FLY TAPE

For Season 1914. Agents Wanted. Write—
Edward Kidd & Co. 1090 Hamilton St. Vancouver, B.C.

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write
Augustin Comte & Co., Limited, P. O. Box 2963, MONTREAL
COFFEES

WRITE TO
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for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

FINCH'S PATENT Fly Tape

The perfect
FLY CATCHER

Write
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1090 Hamilton St.
Vancouver, B.C.
AGENTS WANTED

FOR PRESERVED GOODS
SARDINE, MACKEREL, TUNNY, ANCHOVY, SPRAT
and other fishes, in oil; pickles, tomato and other sauce; GREEN PEAS, FRENCH BEANS (plainly cooked or colored green); plainly cooked mushrooms, APPLY TO LEON LE BEUVE, 22 Cours des Quais, LORIENT France), the best organized house for sale, having always stock in hand. AGENTS WANTED.

Nalborough & Sons, Ltd., Harwich, (England), and Hoorn, (Holland),

Exporters of EDAM and GOUDA CHEESE, also CREAM MIDGET GOUDAS.

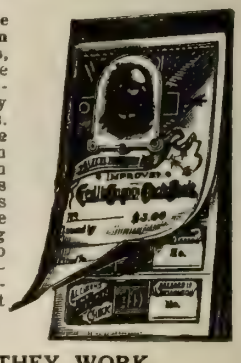
EGG FILLERS

12-DOZ. EGG CASES
The Trent Mfg. Co., Limited
Trenton, Ontario, Canada

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of
BELFAST GINGER ALE
Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

ALLISON COUPON BOOKS

Minimize the Risk of Loss on Credit Accounts, and bring in the money QUICKER—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit customers gives the same result as adding more capital to the business — and Allison Coupon Books cost almost nothing.



HOW THEY WORK

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by the Jobbing Trade. Manufactured by

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

HOLLAND RUSK

No other food product compares with Holland Rusk. It is in a class by itself and will bring and hold trade for you. Order from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

CLASSIFIEDADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

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BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

REPRESENTATIVE WANTED ON COMMISsion or salary by tea importing house. Ground west of London. Applicant must have thorough knowledge of teas and good connection. State age and full particulars. Box 44, Canadian Grocer, Toronto. 4314

BUSINESS FOR SALE

FOR QUICK SALE IN NEWMARKET, GOOD grocery business, dwelling in connection. Splendid ice cream and summer drink trade, good clear stock, up-to-date fixtures. $1,500 buys it. This is a lively concern. Apply, Lock Box 357, Newmarket. 4314

FOR SALE

FOR SALE—ONE NINE-DRAWER ELECTRIC National Cash Register, Cabinet Style. Regular price $675.00, sale price $350. Absolutely guaranteed. Further particulars, write Mills Hardware Co., Hamilton, Ont.

BUSINESS WANTED

WANTED—TO HEAR FROM OWNER OF good Grocery or Meat Market for sale. State full particulars. Western Sales Agency, Minneapolis, Minn.

DON'T STRIKE OFF

That account because you have tried to collect it and failed. Let us see what we can do with it. If we fail to get the amount in you will not be placed under any obligation whatever, and our services will not cost you a cent. Does this appeal to you? Then send for particulars of our proposition.

Our organization is large—we can collect anywhere.

Jobbers, Wholesalers and Manufacturers, write for particulars of our 1% drafts.

THE NAGLE MERCANTILE AGENCY
Westmount, Montreal, Que.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

A Good Soap Proposition

Hundreds of wide-awake grocers are taking advantage of our exceptional soap proposition and are realizing a good sum of profits every month. These dealers sell **Richards Pure** and **Richards Quick-Naptha Soap**, the soaps that pay 26½% profit. Sells for 5c bar. Order from your wholesaler.

Maple Sugar Season Now On

Write us. We handle only guaranteed pure stock.

WOODMAN & McKEE
Coaticook, Quebec

CIGAR EXCELLENCE
BEN BEY
10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

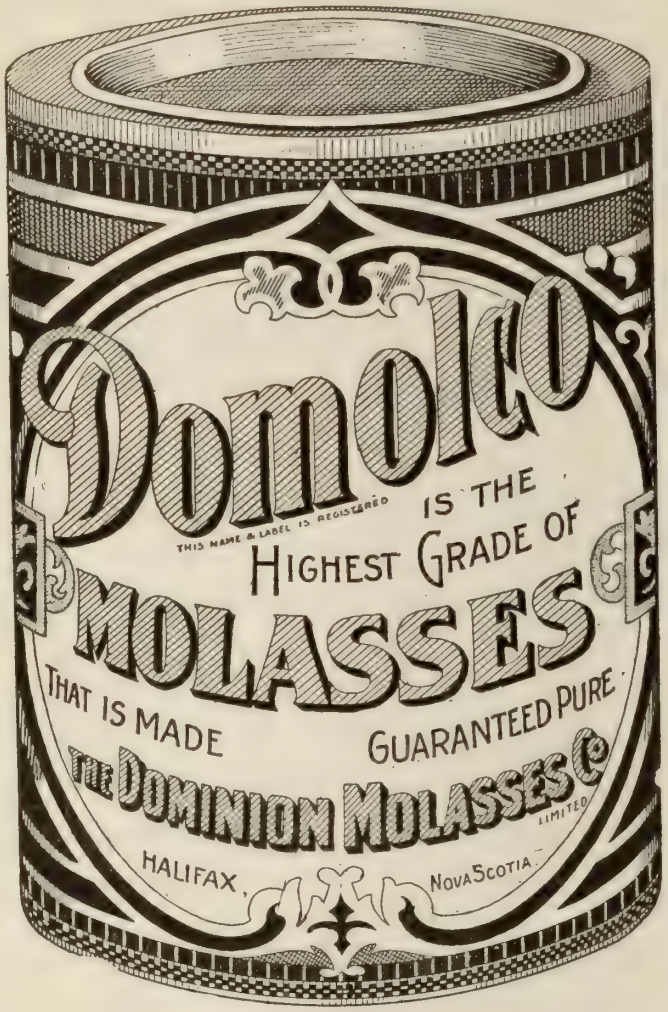
Write us or ask your jobber.

Ed. Youngheart & Co., Limited
MONTREAL

The Foremost

position in laundry soaps now held by Fels-Naptha, is solidly sustained by satisfactory sales and consumption stretching over a term of many years. Back of this record, of course, is the unique Quality of Fels-Naptha!

Down Barbadoes Way



ON the little Atlantic Island of Barbadoes, whose location is most conducive to the luxuriant growth of all things tropical, grows the extra fine quality of sugar cane which produces the Domolco Molasses.

BARBADOES Molasses in its crude state is a wholesome food, but we are not content with this, and by our own process remove all impurities before canning, leaving it truly the purest, most wholesome, palate-tickling molasses on the market for both table and cooking purposes.

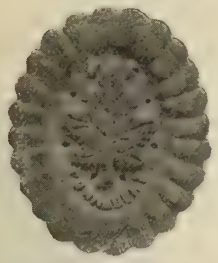
WE absolutely guarantee Domolco to be pure and of superior quality. Prices sent on request.

This molasses has been advertised extensively, and has a big sale throughout the Dominion. Why not take advantage of this advertising and fill the desire already created for "Domolco"?

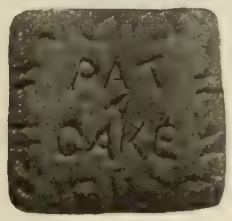
The Dominion Molasses Co., Limited

HALIFAX, N.S.

The Connaught



A Princely Biscuit



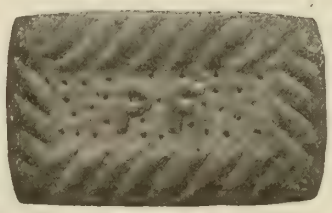
Pat-a-Cake

Ye Billiken

Everybody eats **Peek, Frean** *Biscuits when they can get them—so crisp and delicious*

See that your patrons get these. There's most money in supplying the popular demand.

P.F. Biscuits are shipped in new hermetically sealed tins and are always oven fresh.



P.F. Short Cake

Golden Puff

PEEK, FREAN & Co., LIMITED

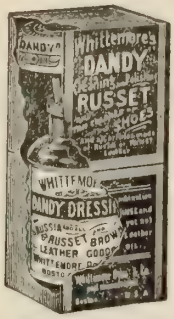
Biscuit Manufacturers

LONDON, ENG.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St., Montreal

Bourbon Chocolate Sandwich

Finest Quality *Whittemore's Shoe Polishes* Largest Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"BULLY SHINE." A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contains oil and waxes to polish and preserve the leather. Also Russet Bully Shine for tan leathers. Large tin boxes. **Boxes open with a key. Retail 10c.**

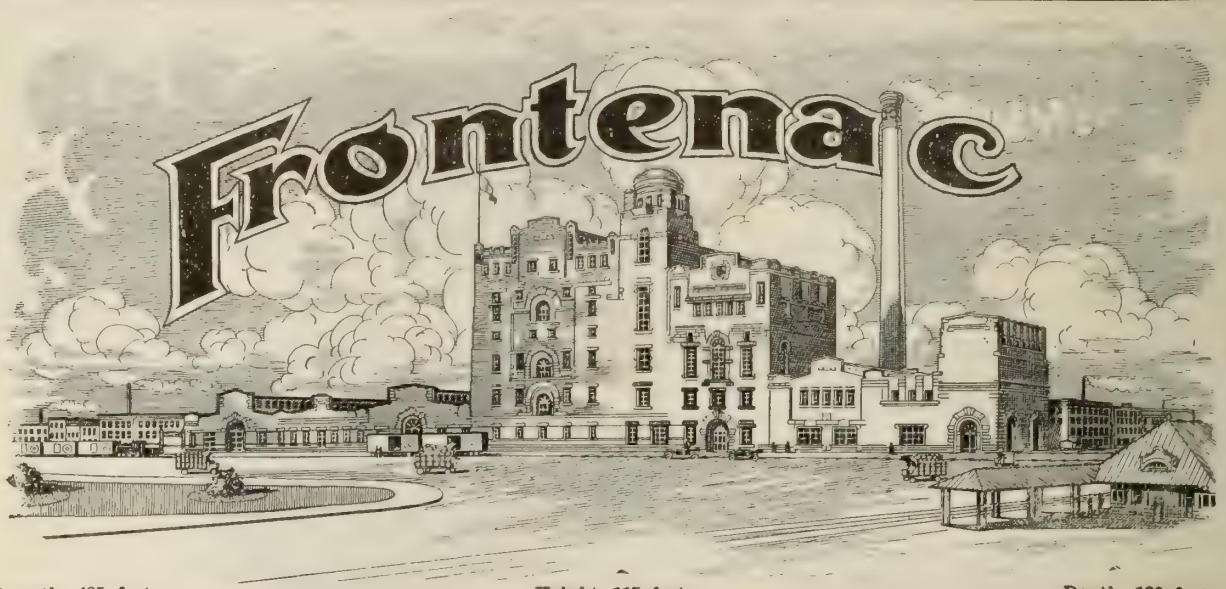
"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a key. Retails 10c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **"BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

"BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retails 25c.

Send for circulars giving full particulars of our other Polishes to **WHITTEMORE BROS. & CO.**, Boston, Mass., U.S.A. For sale by the Wholesale Grocers in all Canada.



Length, 425 feet. Height, 115 feet. Depth, 120 feet.
Capacity: 200,000 Barrels a year.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Frontenac Beer is Selling

Have you a stock? The new ½-doz. or full dozen cardboard package enables customer to carry it home under the arm. An idea appreciated both by latter and retailer.

Canada's Largest Brewery wants to do business with you.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

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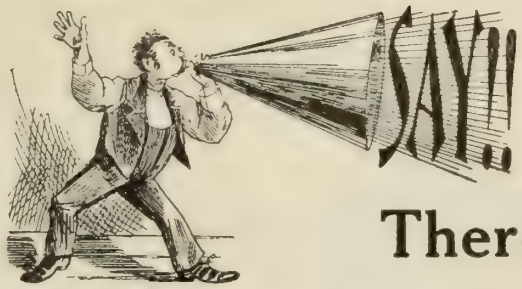


There

Have you heard of "Water Money"

Once you get your customers interested in our various lines of Imported Waters you can count on a steady flow of trade. Your better class customers are already awake to the tonic and medicinal properties of the waters from the

Vichy Basin

so that a display is all that is necessary to bring along sales. Here are special prices:—

SOURCE ADMIRABLE, $5.00 cs., 50 qrts. to case.

SOURCE NEPTUNE, $6.00 cs., 50 qrts. to case.

SOURCE SANS RIVALE, $7.00 cs., 50 qrts. to case.

LEMONADE FROM VICHY BASIN

Quite a treat. In spite of being imported in quality the price is almost domestic.

LA SAVOUREUSE Brand.

50 quarts Champenoise "Cork" bottles, cs. $8.00

100 quarts Claret, Crown, bottles, cs. 9.00

Another Feature!

LECOURT'S MUSHROOMS.

The best that Nature produces figures in the Lecourt pack only.

EXTRA CHOICE, FIRST CHOICE, CHOICE, HOTELS.

"Victoria" is the synonym for superior quality in Canadian Canned Goods.

Write, Phone, Wire

Laporte, Martin, Limitée

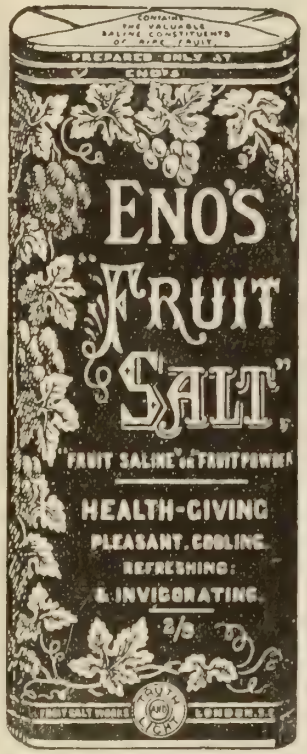
568 St. Paul Street,

MONTREAL

Telephone Main 3766

Every Household and Travelling Trunk ought to contain a bottle of

ENO'S "FRUIT SALT"



A gentle, natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for more than forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

Perfectly blended

Attractively labelled

The Tea with a flavor that makes it popular

Trian Tea has a flavor that brings the customer back. Even the most exacting enjoy its rich deliciousness. Trian Tea is a perfect blend of choice India and Ceylon Teas.

Get this as well as other **Trian** profit-makers on your selling line.

We solicit your order for groceries. Our location and facilities enable us to give you the most **prompt** shipment. The smallest orders receive our careful attention.

Cameron & Heap, Limited

WHOLESALE GROCERS

REGINA **FORT WILLIAM** **KENORA** **NEPIGON**

A Table Delight for Old and Young

Jelly, as a sweet at luncheon or dinner, is unsurpassed—if it is Chivers'.

Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, every one a wholesome and delicious table delight.

In these days of careful buying regarding purity, you can sell Chivers' and have a confidence in the sale that it will satisfy the most particular customer. Its excellence of quality will gain many repeats.

STOCK UP—THE PROFIT IS GUARANTEED.

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents :

THE W. H. MALKIN CO., LIMITED
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

FRANK L. BENEDICT & CO.
45 St. Alexander St.
MONTREAL
(Canada and Newfoundland)

Mr. Grocer

Why should you buy new, unproved and unadvertised fly-killers when you know the old reliable

WILSON'S FLY PADS

are the best advertised goods sold by Grocers in the summer months!

All Canadian Wholesale Grocery Houses are now booking orders for

Wilson's Fly Pads

THIS IS THE 1,374th ISSUE OF

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, APRIL 10, 1914. No. 15

Mr. Grocer—

Are you selling our latest white tip, red stain silent match?

Selected wood, not easily broken.

An attractive, well-filled package.

A sure, reliable light.

Notwithstanding the superior quality of the match, it is priced to yield a handsome profit to the retailer without increasing the cost to the consumer.

Ask your jobber for terms, or write us direct.

Dominion Match Co., Limited

DESERONTO, ONT.

Toronto Sales Office: 65 Front St. East. Phone Main 7310

COMPLETE PARCELS POST REGULATIONS IN THIS ISSUE.

Our Seal TUCKETT'S SMOKING Tobacco

Took six years *to* perfect *this* rare blend *of the* finest tobacco grown

After years of careful experimenting with the finest tobaccos, we have produced a smoking mixture which is up to the Tuckett standard in every way—a brand new blend which, though young on the market and practically unadvertised, has leaped into great popularity with the smoking public.

It is now found in the best stores everywhere. Introduce "Our Seal" Smoking Tobacco to your trade and don't hesitate to recommend it.

Sells at 10c. package

Tuckett, Limited

HAMILTON, CAN.

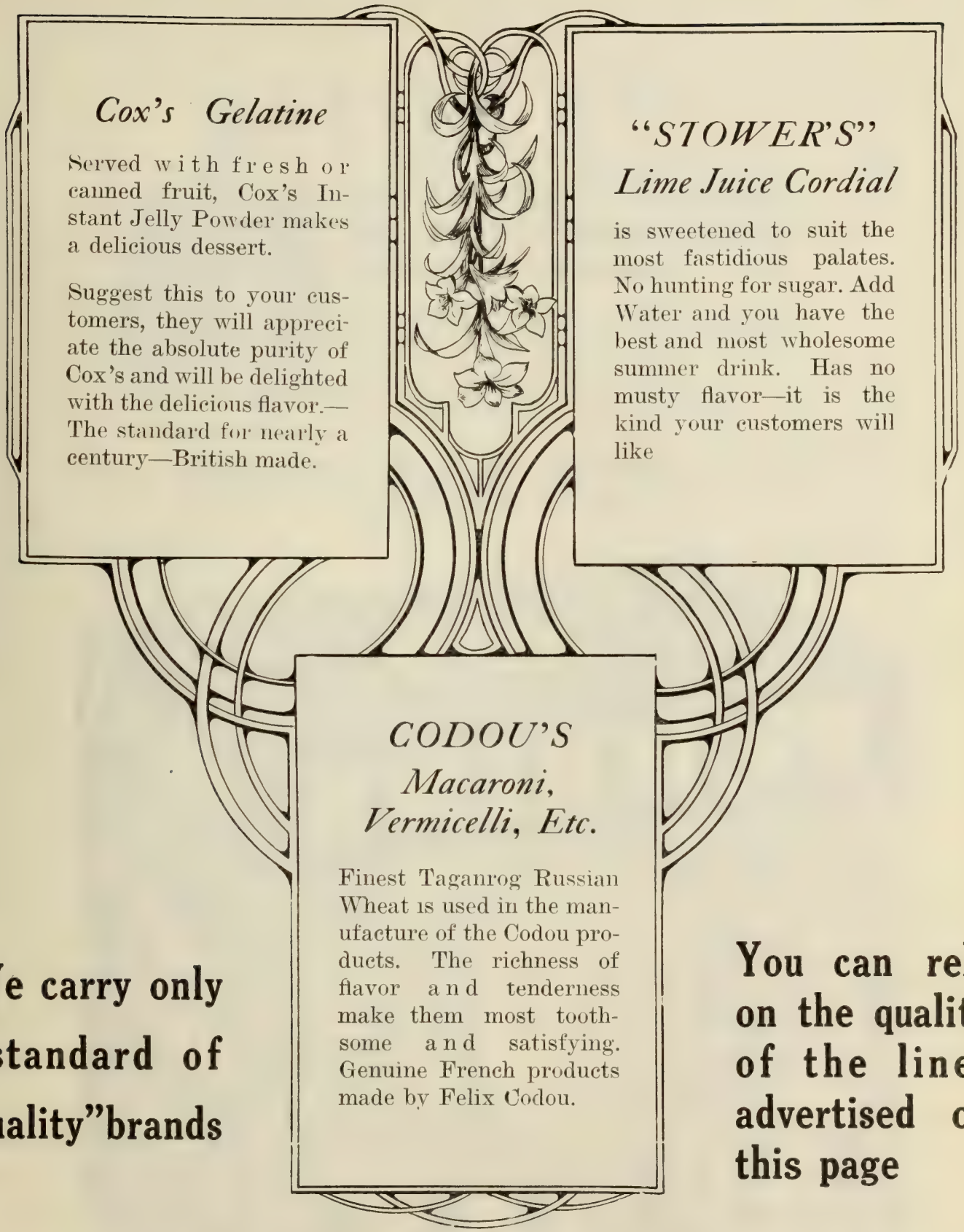
—improves meals improves sales

Put "Sterling" Catsup where they can see it—include it in your window and counter displays. Tell your customers of its absolute purity—how the tomatoes are picked fresh each morning from the dew-laden vines, prepared and bottled by automatic machinery the same day. No coloring matter or preservatives are added whatsoever.

Start it going to-day, the delicious flavor will keep the sales repeating on the coming morrows. **Your wholesaler will supply you.**

The T. A. LYTLE CO., Limited

STERLING ROAD, TORONTO



Cox's Gelatine

Served with fresh or canned fruit, Cox's Instant Jelly Powder makes a delicious dessert.

Suggest this to your customers, they will appreciate the absolute purity of Cox's and will be delighted with the delicious flavor.—The standard for nearly a century—British made.

"STOWER'S" Lime Juice Cordial

is sweetened to suit the most fastidious palates. No hunting for sugar. Add Water and you have the best and most wholesome summer drink. Has no musty flavor—it is the kind your customers will like

CODOU'S Macaroni, Vermicelli, Etc.

Finest Taganrog Russian Wheat is used in the manufacture of the Codou products. The richness of flavor and tenderness make them most toothsome and satisfying. Genuine French products made by Felix Codou.

We carry only "standard of quality" brands

You can rely on the quality of the lines advertised on this page

ARTHUR P. TIPPET & COMPANY

Agents

MONTREAL

—*the package*

that makes London famous for Soda Biscuits—that put dollars into Canadian Dealers' Pockets

This package and all other Perrin's Dairy Cream packages contain sodas of a quality that is unsurpassed for richness and flavor. They make an ideal healthful food, crisp and delicious—always fresh. Put up as follows:

5c Parchmentine, 10c Red Label, 10c Cartons, 25c Cardboard, 30c and 35c tins, also in 5c, 10c and 25c Fancy Thin blue packages only. Order your stock now.

D. S. Perrin & Co. Limited

LONDON, ONTARIO

Its purity keeps it selling

E.D.S. Catsup is all tomato deliciousness. Made only from fresh, ripe, sound tomatoes, pure spices and sugar—positively unadulterated.

Its purity and richness of flavor has won for it a lot of friends — the dealers, because it sells quickly and means a good turnover, and the customers because it is so good.

It will pay you to feature this splendid line.

Made only by

E. D. Smith & Son
Limited

Winona, Ontario

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N. S.
J. GIBBS	Hamilton

Pink Tea advertising for the Grocer

This may sound absurd, but most every dealer gets more or less of it—either for better or worse.

When women gather round the social afternoon cup of tea, coffee or cocoa, very often the dealer's name is brought up. It may be the goodness of the tea or the **deliciousness** of **Borden's Reindeer Brand Coffee, Cocoa or Milk** that has elicited a favorable comment and the dealer who has supplied the hostess with these Borden quality lines gets some good advertising. Hostesses enjoy serving condensed coffee and cocoa because they are so quickly and easily prepared. Hot water is all that need be added.

It pays the dealer to handle highest quality products and the Borden lines will prove real business-getters. They are "Leaders of Quality."

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL

Branch office: No. 2 Arcade Building
Vancouver, B.C.

JAPAN TEAS

Furuya & Nishimura

A store convenience — costs little — gives big service

THE McGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one.

Write for Prices and detailed particulars.

Selling Agents for Canada: KILGOUR BROS. 21-3 Wellington St. W., Toronto

O. P. McGREGOR Patentee and Manufacturer 411 Spadina Ave., Toronto

RENNIES SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER

ARCTIC

Interlined with Air and Waterproof Insulating Paper

which prevents unnecessary ice consumption and gives the maximum amount of dry cold air which circulates through our special system. The Arctic is a sanitary, handsome refrigerator. Made to suit all requirements. This is No. 157.

Catalog on request.

John Hillock & Co., Limited

TORONTO

Agents:—Quebec and Maritime Provinces: Wolf, Sayer & Heller, Montreal. Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask.

CIRCULAR STYLE

DRY DUSTING MOP

You can retail this style mop at 75c.

YOUR PROFIT IS 50%

On the Tarbox "no oil" Mop. It is chemically treated. It collects dust and holds it.

The Tarbox is a better mop at a lower price—a popular price which is 25 per cent. less than imported mops. It is easier to sell and yields you a larger profit. Sell the

TARBOX

DRY **NO OIL** DUSTLESS

Mops and Dusters

They satisfy every user. Every user will help you to sell more. That's a fact.

Stock the Tarbox Mops TO-DAY. Get the larger profit and sell for the lowest price.

Supplied through Jobbers

Write NOW for our proposition.

TARBOX BROS.

274 Dundas Street : TORONTO

Every Household and Travelling Trunk ought to contain a bottle of

ENO'S "FRUIT SALT"

A gentle, natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for more than forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

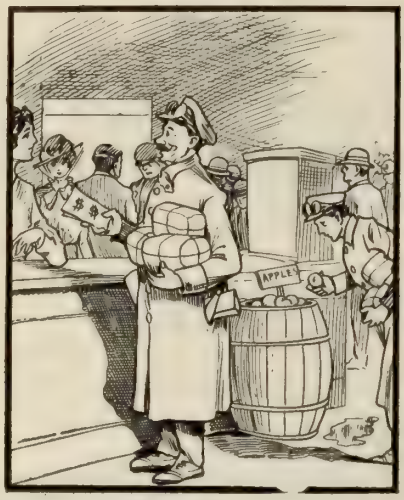
Sold by Chemists and Stores throughout the World

Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*



Motorist: "That Bowser **'Red Sentry'** is certainly a fine addition to your store."

Clerk: "Yes, it has saved us many steps."

Motorist: "Well, it brought you my grocery trade. I find it is very convenient to get my groceries while the car is being filled."

Gee! But Motorists Are a Hungry Lot

Get them into your store to buy gasolene or cylinder oil and they won't leave before buying a lot of fruit, candies, cigars, bottled sodas, ginger ale, ginger snaps, bologna, cheese, crackers and other good things.

THE BOWSER ESTABLISHED 1885 SIGN

Will bring them in

500,000 automobiles are built and sold every year. The business is growing at a tremendous rate, and motorists have learned that a **Bowser pump means pure, clean gasolene that they can depend on.**

The Bowser System will bring you the gasolene trade in your community and for miles around.

It costs so little. It earns so much you can't hesitate.

Write now for further particulars.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue, - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc. Established 1885.

Use a Barr Account Register

Save labor—time—money!

SPECIAL NOTICE.

The Barr Register is a bona fide Canadian invention fully protected by valid patents. There never have been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary.

We make this announcement as we understand that some merchants have been imposed upon and induced to buy other account registers through such talk.

Signed, BARR REGISTERS, LIMITED.

¶ Push your credit sales, you are entitled to the money and the advantages you may reap from ready cash! Do it the "Barr" way and your customers will appreciate it.

¶ If you have set a limit of credit for your customer provide a full statement of account with each purchase; give your customer an opportunity to pay when convenient.

¶ The Barr Account Register System, **at one writing,** makes out purchase slips and completes all your book-keeping. Saves time and labor, stops the "leaks," and gets your money in—does it in a way that makes your customer feel you are giving the best service.

¶ Made in either counter cabinet or floor cabinet style to handle any number of accounts, the Barr Account Register will solve your credit account problems. You know the need—we are ready to tell you all about the register. **Write to-day!**

Counter Cabinet Register—closed

BARR REGISTERS, LIMITED

TRENTON, ONTARIO

Great Britain: Head Office, Dacre House, 5 Arundel St., Strand, London, W. C. Factory, Birmingham, Eng.

More Beans Please

That's the call that's heard round the family table and is carrying its influence to the grocery store. People appreciate the deliciousness, the quality, quantity and economy of "Simcoe" Baked Beans and the dealers who are selling are making the profits. Some are selling them by the case. Are you?

Always keep a good supply of "Simcoe" Baked Beans on hand.

Dominion Canners, Ltd.
Hamilton, Canada

Store of J. E. B. Wilkinson, Saskatoon, Sask.

More display space

Every dealer knows the value of good display of goods He knows too, that a mixture of boxes, baskets, etc., piled around is not pleasing and does not attract customers—it drives them away. Why not make your store inviting and make shopping and serving a pleasure by installing a **"WALKER BIN" SYSTEM?** It will save 25% of your floor space, improve your service, and increase your selling efficiency 100%. Think it over. We manufacture the best in show cases and refrigerator counters. Write for illustrated catalog and estimates.

WALKER PATENTED BINS

Walker Bin & Store Fixture Co.
LIMITED
BERLIN ONTARIO

REPRESENTATIVES:
Manitoba: Watson & Truesdale, Winnipeg. Sask. and Alta.: North West Specialty Co., Saskatoon, Sask. Vancouver: Western Plate Glass Co., 318 Water St. Montreal: W. S. Silcock, 33 St. Nicholas St. Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

WALKER PATENTED BINS

H·E·I·N·Z H·E·I·N·Z

What Customers Ask You For

is generally an advertised article because advertising has taught them its name and quality and made them wish to buy it. Sales come quickly and easily if you do *your* part.

Let us show you how our Grocers' Service Department will help *you* increase the sale created by our consumer advertising.

Write us or ask our salesman.

H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
PITTSBURGH, U. S. A.

H·E·I·N·Z H·E·I·N·Z

With SNAP all hands can be clean

Snap, the original hand cleaner, easily removes all kinds of grease and dirt from the hands without the slightest injury to the skin—soothes and refreshes.
It will pay you to put lots of **Snap** into your business. A good profit is assured and a big demand is immediately created. Everybody needs it. Get **Snap** going in your locality. It pays.

SNAP COMPANY, Limited
MONTREAL

British Columbia
COHOE
SALMON

"WALRUS" BRAND

The Kind

Your Customers

Come Back For.

Anglo-British Columbia Packing Co., Ltd.
H. BELL-IRVING & CO., Ltd., Agents
VANCOUVER, B.C.

Shirriff's True Vanilla

An exceedingly rich vanilla extract containing 50% more of the vanilla bean that is specified by the Dominion Government's Pure Food Act. Shirriff's True Vanilla is pure, strong, delightful in aroma and flavor. The choice of discriminating grocers and particular housewives.

Imperial Extract Company, Toronto

ENGLAND'S MOST POPULAR SAUCE

is now selling freely over here—nearly all the leading grocers make a leading line of H. P., and obtain the full benefit of the money we are spending in advertising.

Wouldn't it be worth your while to stock

W. G. PATRICK & CO., LTD., Toronto, Montreal, etc.
R. B. SEETON & CO., Halifax, N.S.
THE MIDLAND VINEGAR CO., LTD., Birmingham, Eng.

H.P. SAUCE

Do you stock Bee Brand Specialties ?

Most grocers do, because QUALITY is their strong point.

The attractive get-up of the Bee Brand also creates interest, consequently the goods are half sold while still on your shelves

Write for terms and samples—this is the first step towards bigger business.

Bee Brand
Jellies
Starch
Borax

Satisfaction Guaranteed

FORBES & NADEAU, Montreal, Que.

Sultana Brand

Turkish Delight

will produce bigger profits than any confectionery line offered you.

The large quantities consumed and turned out from factory have enabled us to reduce cost.

Agents, Write To-day. Some Territory Open.

Oriental Produce Co., Montreal

W. H. Lyne Usher, Halifax. Watson & Truesdale, Winnipe

Come to the Business Show *in* Toronto

This is the second show of its kind ever held in Toronto, and will again attract crowds of business men from all over the country. All the latest business systems and office appliances will be shown, among which is

The new "BEVERLY"

one-writing

Account Register

the simplest and, at the same time, most efficient account register and system ever devised. It is applicable to any size of store —takes less counter room, fits an ordinary safe, costs less.

Canadian Sales Agents:

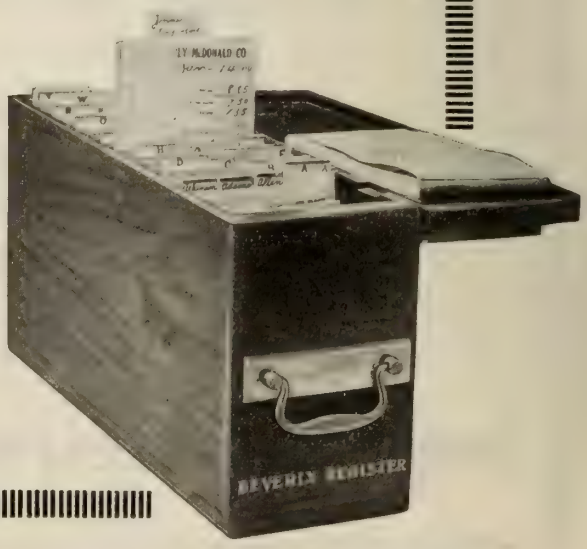
LANCE & CULP

22 Adelaide Street East, TORONTO

High-class sales agents wanted in each city.

Write to us for complimentary tickets

to the Second Annual Business Show, held at the new Arena in Toronto, on 27th and 28th of April. Cheap rates, owing to the Horse Show, beginning on the 28th. **Write to-day.**



Clark's Pork and Beans

PLAIN CHILI TOMATO SAUCE

The ready seller, Mr. Grocer, is always your best investment. The **well-advertised** article, backed up by **quality** behind the advertising, is easily the most ready seller, and constitutes the surest road to

SUCCESS

Your experience will tell you that **Clark's Pork and Beans** will sell more readily than others.

They are **advertised** in a manner which keeps the consumer thoroughly in touch at all times, they have a **quality** surpassed by none, and a reputation with the public of many years' standing.

A well-filled stock of **CLARK'S** means to you a long step on the road to success.

W. CLARK, LIMITED
MONTREAL

Right Now

YOUR sales of canned goods should be increasing. The prices are the lowest they have been for years. Let us replenish your stock with **TARTAN BRAND**—the brand that has stood the test of years—it cannot be beat for quality and purity.

Introduce the **TARTAN BRAND** to your customers—they will appreciate your regard for their interests.

The majority of "quality" grocers from Hamilton to Vancouver handle the TARTAN BRAND. Are you one of them? It will pay you to get into line.

Book 1914 Canned Goods with us. We will protect you fully.

Tartan BRAND

THE SIGN OF PURITY

Groceries, Spices, Canned Goods, etc., etc., etc.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON, ONT.**

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

The brand that is a guarantee of quality

Our Service to the retail grocery trade of the West

Six large, centrally located warehouses with a complete line of groceries established at each of these points—Winnipeg, Calgary, Edmonton, Regina, Saskatoon and Lethbridge, and a full staff of representatives who cover the entire Western territory well and often, ensure the trade an unparalleled service. Besides this our buying facilities are the best, and having our own factory we produce and pack all Royal Shield Brand Specialties—Tea, Coffee, Jelly Powder, Baking Powder, Extracts, Spices, etc., thus enabling us to sell at prices and give a quality not equalled anywhere.

Write to our nearest office.

Campbell Bros. & Wilson, Ltd. WINNIPEG (Established 1882)

Campbell, Wilson & Adams, Ltd. SASKATOON

Campbell, Wilson & Horne, Ltd. CALGARY, EDMONTON, LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd. REGINA

Wholesale Grocers and Importers

Packers of

Royal Shield Brand of Goods

Popular Flavor—

Popular Favor—

Melagama Coffee appeals to the man who KNOWS good coffee.

No other coffee has such a steady record of success.

Every grocer knows how hard it is to satisfy "coffee cranks"—but once it's done, they stick closer to you than a brother. It's Melagama Coffee's strongest point that it has never lost a friend yet. It has the flavor. It satisfies the "man who knows good coffee."

Melagama Tea satisfies the vast army of tea lovers who want Ceylon's choicest growths.

Remember, we guarantee sales, or refund your money, and we ship orders same day as received.

MINTO BROS. LIMITED

45 East Front St., TORONTO

When it comes to Jam say "Banner Brand"

The original Pure Fruit Jam at a popular price. Made from finest pure ripe fruit and cane sugar only. "Banner Brand" pure fruit products are wholesome and delicious, and always give the best of satisfaction, therefore satisfy your customers and increase your sales.

Packed in tumblers and 12-oz. glass, 2 lb., 5 lb. and 7 lb. gold-lacquered pails, 30 lb. wood or fibre.

Order to-day from your wholesaler.

Lindners Limited

340 Dufferin St. TORONTO

Western Office, 306 Ross Avenue, Winnipeg

REPRESENTATIVES:

Watt & Scott, Limited, Montreal; H. D. Marshall, Ottawa; W. L. MacKenzie & Co., Edmonton and Regina; Jacksons Limited, Calgary; H. E. Gross, Vancouver.

DON'T GUESS

You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. CARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason. *Put in a stock right away.*

CARR & CO. CARLISLE ENGLAND

AGENTS: Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B. C.; T. A. MacNab & Co., St. John's, Newfoundland

Do you realize

that it's easy to run a Tobacco Department in your store, and it's a sure thing that your profit will be right if you stock and push these high-quality "Made in Canada" chewing and smoking tobaccos? Try them.

MASTER MASON
Smoking

ROSE QUESNEL
Smoking

KING GEORGE NAVY
Chewing Plug

MAPLE SUGAR
Chewing Plug

Rock City Tobacco Co..
LIMITED
QUEBEC WINNIPEG

2 and 5 lb. Sealed Cartons of

Redpath

EXTRA GRANULATED SUGAR

are

Easy to Handle and Easy to Sell

Customers like this clean, white sugar; they recognize a "quality" article and appreciate the convenience of the package.

That is "SATISFACTION," which means continuous and increasing business for you.

The Canada Sugar Refining Co.
Limited
Montreal, Que.

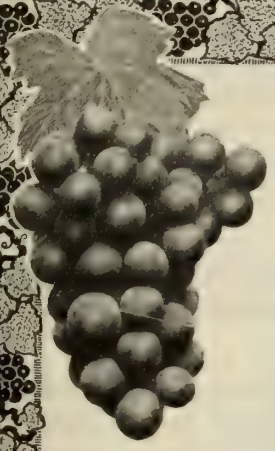
The Canadian Standard of Quality.

St. Lawrence

Granulated

100% pure cane sugar.

Put up in all sized packages.



Three Grocers who will Make Money with Welch's

You Are One Of Them

The wonderful popularity of Welch's, its constantly increasing use in the home, its splendid quality, and Welch advertising—all these mean bigger business for you.

The Grocer Who Has had an unhappy experience with "grape juice" which proved unsalable, or which spoiled —This grocer will find that the quality, flavor and purity of **Welch's** makes business for him.

The Grocer Who Never handled grape juice at all will realize what a money-making opportunity he has been letting go by, when he puts in Welch's displays our free trade-getting display material and pushes the goods.

The Grocer Who Does sell Welch's knows the value to himself and his business of being associated with a product of international repute — one which never fails to sell and to satisfy. He knows he will make money with Welch's.

Welch's

"The National Drink"

Free display material for window and counter is furnished to all grocers who push Welch's.
ORDER FROM YOUR JOBBER

The Welch Grape Juice Company, Westfield, N.Y., U.S.A.

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & COMPANY

Toronto

Ontario representatives for

D. S. PARTHENOPULO

Patras, Currants

Importers of Texan Rices, White Beans, Lentils, Imported Canned Goods, etc.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

W. G. PATRICK & CO.

Limited.

Manufacturers' Agents and Importers.

51-53 Wellington St. W., Toronto

Agencies Wanted

I solicit representation of good Grocers' Druggists' and Confectioners' lines.

M. D. BEARD

15 Jarvis St. TORONTO

W. G. A. LAMBE & CO.

TORONTO

Established 1885

SUGARS FRUITS

MORROW & COMPANY,

Cereals.

TORONTO, - - - - CANADA.

Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

Henri de Leeuw, Merchandise Broker,

28 Front St. E., Toronto, Montreal, Halifax; representing Georgiades & Co., Patras, Greece, Currants; Antoine A. Capponi, Smyrna, Sultanas; Jose Romany Aranda, Denia, Spain, Valencias.

Ask me prices, and my special conditions.

ONTARIO.

COLLECTIONS!

Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.

COMMERCIAL COLLECTION CO.

77 Victoria St., Toronto, Ont.

The Condensed Ad. page will interest you

WESTERN PROVINCES.

H. P. PENNOCK & CO.,

Limited

Wholesale Grocery Brokers and Manufacturers' Agents.

WINNIPEG.

We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.

IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.

Trade Established, 15 years.

Domestic and Foreign Agencies Solicited

Warehouse: 1313 Garnet St.

LEADLAY LIMITED

332 Bannatyne Ave.,

Winnipeg, Man.

Grocery Brokers and Importers

"Foster-Clarke's Cream Custard."

W. H. Escott Co., Ltd.

Wholesale Grocery Brokers

181-183 Bannatyne Ave.

Winnipeg, Canada

Branches Covering

All the Wholesale Centres in the West

Hamblin & Brereton

LIMITED

Importers and Manufacturers' Agents.

Winnipeg, Calgary, Vancouver.

We call on the Jobbing and Retail Trade.

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents

WINNIPEG - MAN.

Domestic and Foreign Agencies Solicited.

H. G. SPURGEON

WINNIPEG

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812.

FRANK H. WILEY

WHOLESALE COMMISSION MERCHANT and GROCERY BROKER

757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.

Successors to

RUTTAN & CHIPMAN

Commission Brokers

WINNIPEG, MAN.

BRITISH COLUMBIA.

E. O. CORNISH

COMMISSION AGENT

Canned Goods a Specialty

821 Pender St. W., Vancouver, B.C.

The CAMPBELL BROKERAGE CO.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.

857 Beatty Street . Vancouver, B. C.

O'LOANE, KIELY & CO., LTD.

Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries. Buyers' and Sellers' Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.

RELIABLE ACCOUNTS SOLICITED.

References: Bank of Montreal, Bradstreet and Dun.

VANCOUVER, B.C.

Manufacturers' Agents and Brokers' Directory

(Continued.)

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
CLAUDE BEAUCHAMP
223 Commissioners St., Montreal

OAKEY'S
The original and only Genuine Preparation for cleaning cutlery.
'WELLINGTON'
KNIFE POLISH
JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

BRAND STUHR.

STUHR'S
CAVIARE
FILLETED ANCHOVIES
(In Brine).
ANCHOVY PASTE
(In Tubes).
Sold by all High-Class Provision Dealers.
C. F. STUHR & CO., Hamburg.

Steadily Growing
in popular favor.
MAPLEINE
is a very necessary item in all up-to-date stores.

ORDER FROM
Frederick E. Robson & Co.
25 Front St. E.,
Toronto, Ont., Canada
or
Mason & Hickey,
287 Stanley St.,
Winnipeg, Man., Canada.
Crescent Mfg. Co.
SEATTLE, - WASH.

Every Merchant who handles—
Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name .....
With (Name of firm) .....
Street .....
City or town ..... Prov.....

When writing advertisers, kindly mention having seen the ad. in this paper.

GRAY'S DELIVERY WAGONS

Our Wagons Deliver the Goods

WRITE TO US FOR ANYTHING IN
Vehicles & Delivery Wagons
WILL SEND CATALOGUE ON REQUEST SHOWING THIRTY STYLES FOR MILK AND DAIRY, BAKERS, GROCERS LAUNDRY, BUTCHERS, HARDWARE, PARCEL POST BUSINESS WAGONS GENERALLY.

The Wm. Gray-Sons-Campbell, Ltd. Chatham, Ont., Canada.

You can talk across the continent for two cents per word with a Want Ad. in this paper.

Wagstaffe's

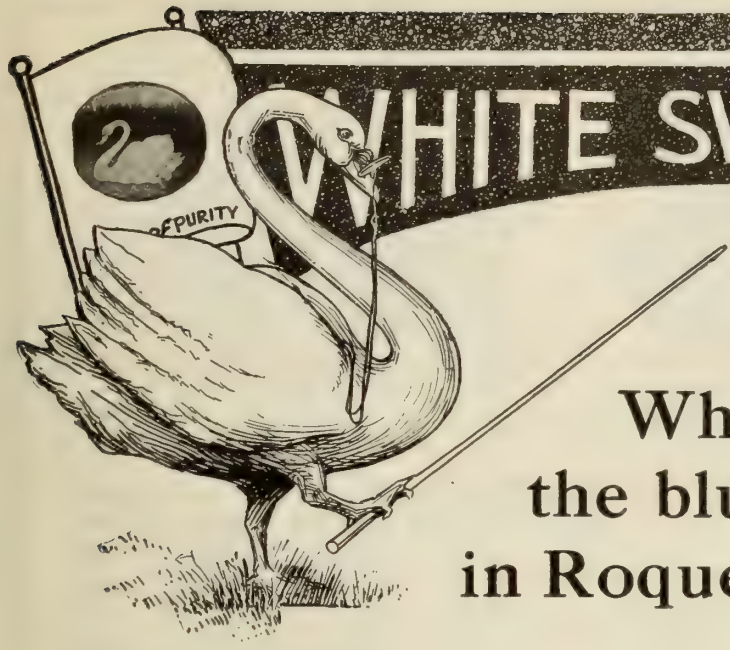
New Season's Seville Orange Marmalade

Pure as the Crystal Springs
Gaining in Popularity
Every Day

MR. GROCER,

A post card will bring one of our beautiful framed Strawberry Show Cards free of all charges. Do not fail to send us a post card.

WAGSTAFFE LIMITED
Hamilton



No. 6

What causes the blue marbling in Roquefort Cheese?

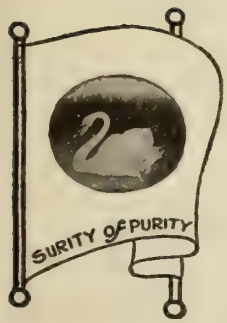
THE town of Roquefort, France, is the home of this world-famous cheese. It is made of ewes' milk by the farmers in the vicinity of Roquefort, and in the process of manufacture a small quantity of bluest-green powder, made of mouldy rye-and-wheat bread, is dusted between the layers of curd. This powder acts as a ferment and thus hastens the production of the marks so stringently exacted by connoisseurs.

These cheeses when sufficiently dried and compacted are bought by a company owning immense mountain caves, and are stored there to cure, being turned and scraped at set periods during the process of ripening, which extends over forty days.

Quality—in Roquefort cheese—depends upon the quality of ingredients used and the care exercised in its manufacture. It is quality that counts with the lovers of this celebrated delicacy and it is these customers who appreciate high quality in any goods you offer them.

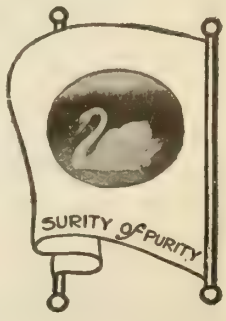
Such customers as these invariably delight in the toothsome texture and full, rich flavor of home-made bread—bread that is made as their grandparents and parents made it—with the best ingredients, baked to a turn.

These are the customers whom you can always interest in "White Swan" Yeast Cakes—the yeast cakes that are made without fillers and contain strength sufficient to raise more sweet, wholesome bread than any other yeast cake made.



WHITE SWAN
SPICES AND CEREALS, LIMITED

TORONTO



Conventional Toronto Sipping Chocolate Is Shocked.

A prattlesome little bird, christened Grundyism, brought a choice morsel of news to the Dresden five-o'clock tea. Mary Anglin was on the stage! No doubt about it. Someone had seen her picture in a group outside the Academy of Music illustrating the scenes from "Shenandoah."

Mary Anglin, the Canadian, born in the Legislative halls, of a prominent family which now dignifies our Supreme Court, had secretly developed histrionic ability in New York. Charles Frohman discovered her, and Mary Anglin the amateur developed into Margaret Anglin the professional.

The story of her success is well told by Margaret Bell in the April "MacLean's." And "MacLean's" with the new Coburn art covers, with its new illustrations by leading artists, with its page drawing by Dudley Ward, a rising artist with strong individualistic style,—this is the Canadian journal that is dignifying the Canadian literary field. This article on Margaret Anglin has produced an eulogistic notice from the New York critics. If you are interested in Canadians, you will see that this magazine adorns your library desk.

Many features for the April issue, such as the five selected short stories by particular writers, the series of German masterpieces by the Berlin correspondent of the London Daily Mail; the Business Outlook by the editor of The Financial Post; the Best Selling Book of the Month by the editor of Bookseller and Stationer; the Review of Reviews with its selected condensed notes from the magazines of the world, and the special Canadian articles, will appeal to you every day of the month.

May, with its wealth of good things, follows hard upon it. Pave the way for the sure approach by ordering now.

Send us a postcard and have your name placed on our subscription list.

Subscription $2.00 a year. *Twenty cents a copy.*

WRITE DEPARTMENT M.

The MacLean Publishing Co.
LIMITED
143-149 University Avenue, Toronto, Canada

What Do You Earn?

Don't think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Pub. Co.
143-149 University Ave.
TORONTO

A Few Dollars More a Week

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

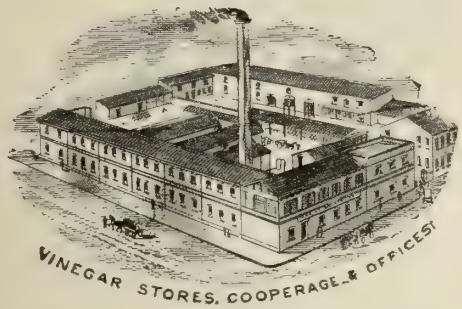
So far this year, we have shown seventy-five enterprising and ambitious clerks how to make $5.00 a week more during their spare hours. They will each make additional salary every week this year, and longer should they wish.

If you would like us to show you, write to-day.

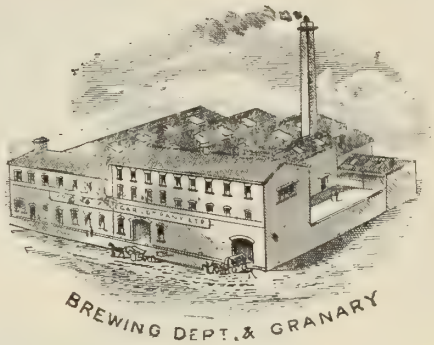
This is genuine.

THE MACLEAN PUB. CO.
143-9 University Ave., Toronto

A want ad. in this paper will bring replies from all parts of Canada.



Mr. W. E. Wigmore
(Special Representative)



PRELIMINARY NOTICE

During April, May and June our Mr. W. E. Wigmore, straight from the Old Country, is visiting all centres east of Winnipeg.

He is bringing special low quotations for our **guaranteed Pure Malt Vinegar** and High-grade Sauces for Summer delivery. It will pay you to inspect his samples and hear what he has come across the "herring pond" to tell you.

Let us get into touch. Your letter heading pinned to this advertisement and addressed to us will bring our representative straight to you.

FARDONS' VINEGAR CO., LIMITED

BIRMINGHAM, ENGLAND

Pure Malt Vinegar Brewers and Manufacturers of Worcestershire Tomato and Fruit Sauces.

Order "*Snowflake Ammonia*" for Spring House Cleaning

HAVE you looked into our co-operative plan of creating business for you? We have a plan, a scheme you might call it, for introducing Lawrason's Snowflake Ammonia in your town and incidentally boosting your store. It's worth looking into.

Your Wholesaler has "Snowflake."

WE stand staunchly behind this big package of Snowflake Ammonia with a $500 guarantee that it equals in cleaning power any similar powder on the market selling for twice the price.

It is a high-grade cleaning powder at a low-grade price.

Order from your Wholesaler.

S. F. Lawrason and Company

LONDON, ONT.

Frank H. Wiley, 757 Henry Ave., Winnipeg, distributer for Manitoba.

Howe, McIntyre Co., 91-93 Youville Square, Montreal, distributer for Quebec.

D J. McLeod, 102 Purvis Block, Edmonton, Alta., **distributer for** Alberta.

J. Hunter White, St. John, N.B., distributer for New Brunswick.

GOOD THINGS COMING

Next week the Big Spring Sales Number, expansion issue of Canadian Grocer, will be mailed to you.

Editor Huston tells you elsewhere of the good things he has to offer you in the Editorial Section. They are worth careful study by every ambitious retailer and clerk, but

THE MEAT OF THE COCOANUT

may be found in the advertising pages. The livest and best manufacturers and wholesalers serving the Canadian trade present their special Spring and Summer offerings to you in this issue. No retailer or clerk can read these advertising pages without gathering the most valuable information both for buying and selling.

Watch for this issue. When it arrives read it from cover to cover; hang it up at your elbow and consult it every day. It will pay you handsome dividends every day till Fall.

Advertising Manager,
Canadian Grocer

April 9, 1914.

Tea Hints for Retailers

By John H. Blake

This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects:

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
HOW TO ESTABLISH A TEA TRADE
Tea Blending

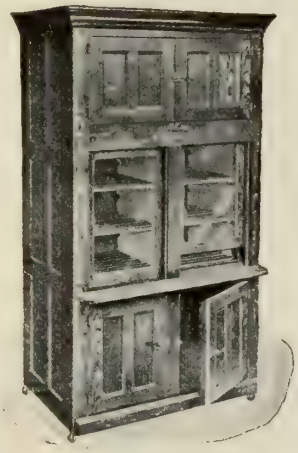
(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00

MacLean Publishing Company

(Technical Book Department)

143-149 University Ave., TORONTO



There's a very good reason why so many

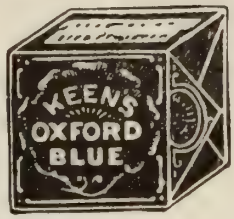
EUREKA Refrigerators

are used by the leading **Butchers, Grocers,** Hotels, Hospitals, Restaurants, Clubs, etc., etc., in all parts of the Dominion. 28 years of experience is behind every Eureka Refrigerator sent out, which is worth something to refrigerator users. **It does not pay to buy something that is said to be just as good.**
Prompt shipment can be made from stock in hand, and special Refrigerators to suit any place are made up on short notice. Send for catalogue, or call at 31 Brock Ave.

Eureka Refrigerator Co.

LIMITED

BROCK AVE. TORONTO



KEEN'S OXFORD BLUE

KEEN'S OXFORD BLUE

The New Bride will appreciate your thoughtfulness in sending her Keen's Oxford Blue. It is the favorite of the modern housewife who takes a womanly pride in her lily white washing.

FOR SALE BY ALL THE CANADIAN JOBBING TRADE

MAGOR, SON & COMPANY, Limited

403 St. Paul Street, Montreal **30 Church Street, Toronto**

Agents for the Dominion of Canada

This Is Your Business

Do you know that if you do not stock Crown Brand Corn Syrup you are overlooking a profitable business proposition? Crown Brand dealers last year sold twice as much Crown Brand as any other Syrup. And it was profitable business too.

Crown Brand Corn Syrup

does not demand any pioneer work on your part. It is known all over Canada and has won a permanent place in most homes.

You Can Sell Crown Brand—Profitably.

Why Not Order To-day?

Canada Starch Co., Ltd.

Manufacturers of Edwardsburg Brands

Works: Cardinal and Brantford

CANADIAN GROCER

VOL. XXVIII APRIL 10, 1914 No. 15

The Valuable Asset of a Loyal Sales Staff

Loyalty Leads to Bigger Business — No Merchant With An Enthusiastic Staff to Co-operate With Him Can Fail to Make a Success—An Anecdote With a Moral.

IT was at a meeting of credit men and the conversation had been turning on the very pertinent question of assets. For several minutes discussion centered on the case of a retail merchant known to all present who had struggled through countless discouragements and several periods of semi-insolvency to a position of financial soundness.

"There was a time," said one, "when he had no assets worth speaking of. I wonder that his creditors didn't wind him up then and there."

"There was never a time," said another member of the party," when Bennett didn't possess big assets. It all depends on what you consider assets. I'll tell you what Bennett had from the start, and has yet. He was honest as the day is long, he had an indomitable will and he had a loyal staff. Ever consider loyalty as an asset? It's one of the best a merchant can have."

The writer, who happened to make one of the party, pondered the last remark over very carefully. Is staff loyalty an asset? Most decidedly; one of the most invaluable and essential assets in the carrying on of a successful retail business. But is it always regarded as such?

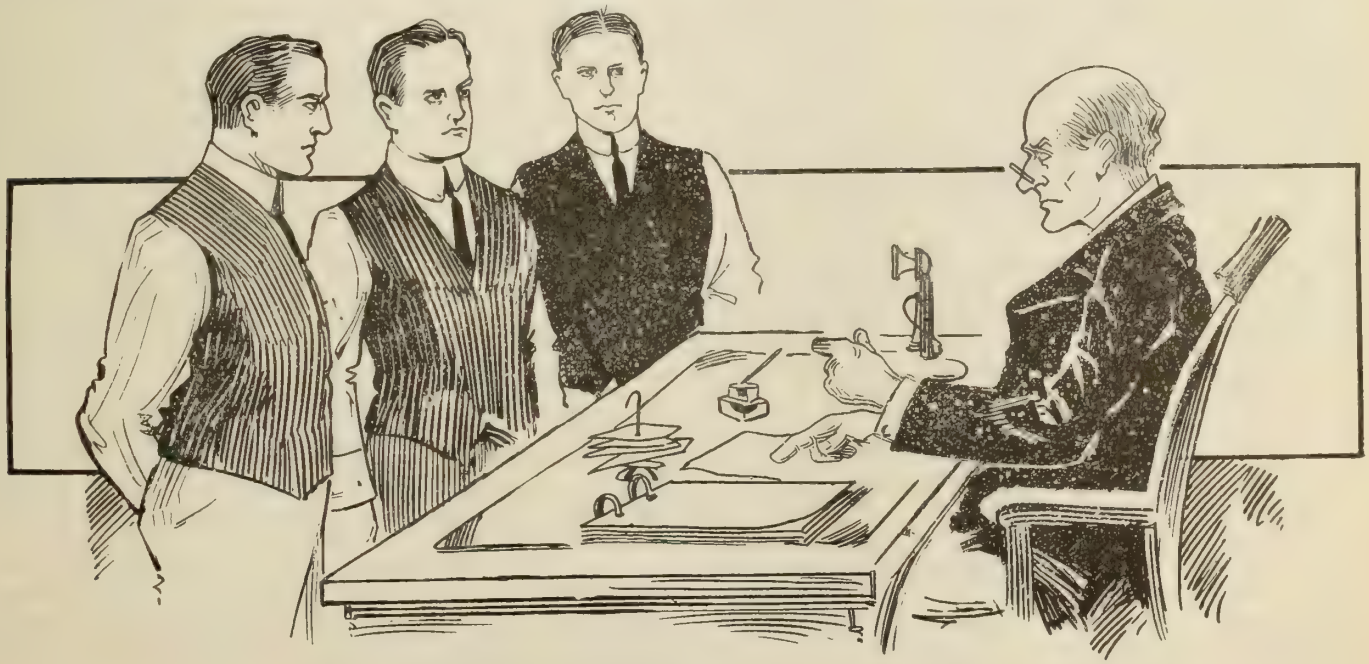
It may seem at the outset superfluous to argue that staff loyalty is an asset to the merchant. It is asknowledged by all. But on the other hand it is equally true that there are a great many merchants who handle their staff as though they had no realization of the fact.

They pay their employees so much per week and make it their business to see that they get value to the fullest extent from them. That is the sole basis on which the relationship between employer and employee is maintained. In the course of a recent address, A. F. Sheldon summed up very concisely the mental attitude of the parties to such a relationship. "How much can I get out of my staff for the wages paid?" is the thought of the employer. "How little can I do for what I am getting?" is the idea that runs in the mind of the employee.

Mutual liking and interest and loyalty; are they possible under the circumstances? An automatic adherence to duty, a cut-and-dried basis of minimum efficiency is the result.

What is staff loyalty? The loyal salesman can be described as one who is really interested in the business, who takes the trouble to think about it, who strives to please customers. The most complete degree of loyalty consists not only in loyal service during store hours but in loyal thought. The salesman who does his best to please customers and to make his sales large but who does not give any thought to how the business can be improved or to the changing of conditions which he knows to be wrong and detrimental, who, in fact, does not bring whatever share of initiative and resource he may possess to the furthering of the interests of the business; this salesman, valuable though he may be, is not in the fullest sense loyal.

With this definition of loyalty before one, the immense advantage of a loyal staff becomes at once apparent, "Give me the services of a thoroughly loyal staff and I can win through any difficulties," said the head of one of the largest retail establishments in the world.



The next morning he called his staff down to the office.

Next Week—Expansion Number.

Lack of loyalty is the hardest handicap under which any business can be placed. It spells inefficient service, prefunctory performance of duty, machine-like manipulation of all branches of store work.

The attitude of the staff decides to no inconsiderable extent the growth of a business. It is the merchant who enlists the hearty and loyal co-operation of his staff who builds his business up to large proportions. Where the bond between employer and employee is one of dollars and cents—only that and nothing more—the growth of the business will not be spontaneous.

A case comes to mind of a merchant who had been in business in an Ontario city for a full quarter of a century. He had a good trade, being the oldest established merchant in the town. At one time he had been "the" merchant of the district but this supremacy had passed from him fifteen years or more back. Two of his competitors had left him on the back stretch. Their trade had increased very considerably and both had graduated from modest stores on side streets to large, modern-front, handsomely-equipped emporiums. Both had motor trucks for delivery purposes. The former leader, we will call him Smith, had never moved from the store he had first occupied—a spacious but rather dingy looking stand on the main street.

The writer had often visited the store and knew the whole staff from the crabbed old proprietor down. The establishment always left the impression somehow that it lacked something. The store was large and well stocked. The fixtures though old were adequate and had not yet reached the stage of dilapidation. Manufacturers' lithographs were used to good advantage—show cards were to be seen. But there was nevertheless, a distinct something lacking about the place.

After several visits the writer concluded that the trouble consisted in a total lack of originality and action. The clerks performed their work well but they did not seem to be actuated with more than an average share of ginger. There was no evidence of enthusiasm anywhere. New stunts never greeted the eye at Smith's. The window displays were always on the same lines. The store service was good enough in a limited way but one would never need to expect a favor at Smith's. To sum it up, the whole staff seemed to be willing to let well enough alone and to earn their so-much per week,—and not give an additional cent's worth of service.

And their attitude did not seem strange after one became acquainted with the head of the business. Smith was a morose, snarling old fellow with a positive genius for economy in details. He watched the lighting and heating bills with piercing scrutiny. Disbursements were checked and rechecked and put under the microscope of ruthless economy. Needless to state Smith did not believe in liberal salaries. Pay a man as small a wage as possible and keep after him to see that he did his work—such was the policy of Hiram Smith.

Just when his change of heart was effected, or how, is not certain. Probably, however, it dated from the time that he had occasion to visit another city and dropped around to see an acquaintance in the grocery business.

During the course of the conversation, the friend alluded to the fact that he had just closed a nice contract with a contractor to supply the groceries for his men who were working in the vicinity.

"We got in on the ground floor," he explained. "One of my boys heard that the contractor was coming to town and he hustled around and buttonholed him.

"Do your clerks get business for you that way often?" asked Smith.

"You bet they do," affirmed the friend. "I've the greatest little bunch of live wires ever collected together. Why, those boys of mine are fairly bubbling over with sales ideas."

"If an idea got into my store by any mistake," said Smith, morosely, "they'd shoot it out. Wouldn't know what it was, in fact. There isn't a man in my store that has had an idea for ten years."

"Then get a new staff," advised the friend. "Or perhaps you need a few new ideas yourself. Think it over."

When Smith returned, he created somewhat of a sensation by shaking hands with each member of the staff. He seemed in a more amiable mood than any of the clerks had ever seen him in before.

The next morning he called his staff down to the office and gave them a long talk, outlining a plan he had evolved of basing salary increases on the increase in the turnover in the business. The salesmen listened in wonder and with a faint show of growing enthusiasm. It was the first time in the recollection of them all that the boss had ever voluntarily mentioned the odious word increase.

"And now it's up to you, boys," he concluded. "I want you to show an interest in the business. If you can increase our sales, your salaries will go up accordingly."

The change in the attitude of the staff was rapid and complete. They began to take a real interest in the store. Innovations were introduced here and there and seldom a day passed but some suggestion was given to the boss. A new snap was noticeable everywhere. Bright ideas were used to improve the window display.

"I hardly know the place," said Smith to himself one day.

And as for the staff, they hardly knew Smith, so complete had he made the change in himself. His attitude invited co-operation instead of repelling it. It was an effort for him sometimes to maintain this new front, but he succeeded.

The result was felt in a largely increased turnover. Business started to steadily increase—and kept on increasing. The improvement was so marked that each member of the sales staff got a substantial advance on the strength of the promise which had been made.

The change can easily be accounted for. Smith had acquired a new asset, one that his business had sadly lacked before— the loyalty of his staff.

Staff Gatherings

The eastern travelers and office staff of T. H. Estabrooks Co., Ltd., St. John, N.B., were tendered a complimentary dinner on Friday last by Mr. Estabrooks, the president of the company. About 25 of the employes were present.

There was a toast list following the dinner, at the conclusion of which Mr. Estabrookes addressed the employes, congratulating them on their work. A pleasing feature of the evening was a presentation by the members of the traveling staff to L. C. Armstrong, senior member of the St. John branch of the employes, in appreciation of his success during the last quarter. He was given a handsome set of pipes. The tables were decorated with red roses, and a souvenir menu card was at each plate.

The toasts were: The King; The Eastern Traveling Staff, proposed by T. H. Estabrooks, and responded to by L. C. Armstrong, J. F. Durno, A. G. McCurdy, R. W. Freeman and J. W. Simmons; the office staff, proposed by J. V. Keirstead and responded to by H. Sullivan and A. J. Simmons; the warehouse staff, proposed by N. D. LeBlanc and responded to by H. L. McCavour; the tea department, proposed by G. A. Trites and responded to by W. R. Miles and J. D. Garrett; the coffee department, proposed by B. M. Armstrong and responded to by H. B. Miles; the branch offices, proposed by L. C. Armstrong and responded to by W. A. Harrison.

Ontario Grocers' Convention Opens on Tuesday

The Officials Send Out the Last Call—Something Good Promised re Garnishee Amendment—Cheap Railway Rates Last Ten Days —Question Box Growing—Night Session Tuesday.

Officials of the Ontario Retail Grocers' Association announce everything in readiness for touching the button that will open the second annual convention on Tuesday morning next.

As previously stated, it will be held in the Temple Building (corner Bay and Richmond Streets, Toronto—one block directly south of the City Hall), and while the business part of the proceedings last only two days—Tuesday and Wednesday—the convention tickets will be good from April 10 to 18, both days inclusive. Secretary Miller suggests that the grocers advise their friends to come along. If there are more than 100 register, and many more than that are anticipated, a fare and a third will be secured.

The hope is growing stronger that something is going to be accomplished in connection with the long-looked-for garnishee amendment. Those who attend the convention are promised a pleasant surprise—if present signs are true—which Canadian Grocer is asked to withhold this week. President Clark and the Secretary have been working hard this week on the problem, and results so far are encouraging indeed.

The programme has been completely arranged and, as last year, a feature will be the Question Box discussion. Question after question has been coming in, and many more will be brought. Without doubt the discussion on these questions will alone be well worth the trip.

The delegates will be addressed by Mayor Hocken on Tuesday, and at the night session on Tuesday H. C. Beckett, of Hamilton, will give an address on important subjects in connection with the grocery trade.

An invitation has been extended to E. O. Way, an official in the Inland Revenue Department at Ottawa, to be present. It is hoped he will be on hand.

Canadian Grocer is asked to announce that any suggestion or resolution which any member desires to make will be gladly received.

The Secretary has sent out 1,500 invitation cards to Ontario grocers, with an appeal for their presence on Tuesday next. The Reception Committee will be on hand Tuesday morning to welcome those who come, and even on Monday night there will be an unofficial welcome extended to any who arrive that day or before, and who make their presence known.

Among the down-town hotels not far from the Union Station and the Temple Building are the Walker House and the Grand Union, on Front Street, and the Palmer, Iroquois and Prince George, all in the vicinity of the corner of King and York Streets.

This is the last call. Next week's issue will be the big Spring Sales Number, and will contain report of at least the initial proceedings of the convention.

Get a Standard Convention Certificate from your station agent and meet the crowd in Toronto on Tuesday morning next.

The trip will be worth all you pay for it, the officials guarantee.

Grocers' Views on Paying Cartage at Both Ends

The Question is One That Has Been Much Discussed at Recent Association Meetings and Conventions—Several Different Viewpoints Are Expressed.

THE QUESTION as to whether the retail dealer should pay cartage from the wholesale house to the station in the city, as well as from the station in his home town to his store, has been subject to a great many discussions in association meetings. With a view to finding out how general this system is and retailers' opinions, Canadian Grocer took the matter up with a number of retailers situated in various parts of the country.

C. E. MATTENLY, YOUNG, SASK., is one of those who pay cartage at both ends in most cases. He states there are no goods invoiced to him f.o.b. at his own station. "In my opinion," he adds, "goods sold f.o.b. a certain station should be delivered at that point free of charge to the purchaser, and while we stand for the other method there is no doubt there is plenty of room to refuse the goods. For my part, I believe it is useless to try to have these charges removed, and if we do not pay it in cartage charges we will have to pay it in the price of the goods."

O. B. CROSSLEY, BIGGAR, SASK., also pays cartage at both ends. Sometimes, however, the goods are invoiced to him f.o.b. his own station. He suggests as an improvement on the present system that all charges be paid to the railway company, and then a better service would be secured. At the same time the merchant would only have to deal with one party.

THE YOUNG TRADING CO., YOUNG, SASK., state that they have to pay cartage at both ends. Sugar, tea and coffee if purchased in certain quantities defined by different houses are sometimes invoiced f.o.b. their station. C. C. McClellan, of this firm, maintains that large stores have the advantage in that they can purchase large quantities and thus obtain reduced prices as well as getting the freight prepaid. "We purchase several things," he adds, "such as soap, apples, etc., jointly with the other and we settle accounts monthly. In this way we save considerable. This suggests co-operative buying or buying by retailers' associations. In time this would do away with specialty travelers. They must be a big expense to carry. We are in a very small junction town, and we average at least two travelers a day. This proves that goods could be sold cheaper with fewer travelers. Experienced salesmen often load storekeepers by different methods and thus reduce the turnover. Co-operative buying by stores of all specialty goods would remove our biggest losses in cartage and discounts."

COLEMAN & PORTER, BIGGAR, SASK., pay cartage at both ends in many cases. In some instances, however, they receive their goods f.o.b. their own station, but these are few. They suggest that the subject is one for the Retail Merchants' Association to contend with.

BROWN & CO., BARRIE, ONT., suggest that each shipper should pay his own cartage. The rate, he claims, is now becoming excessive and requires adjusting. Sometimes the cartage on small lots is almost as much as the freight charges. At the present time he buys some of his goods f.o.b. his own station. In some cases, of course, the freight is paid.

S. J. BAILEY, COLLINGWOOD, ONT., buys all his goods f.o.b. Collingwood, and his own dray brings them from the freight shed to his store.

J. CHESSMAN, BARRIE, ONT., generally has to pay cartage at both ends. When, however, he buys in five-case or five-sack lots the goods are invoiced f.o.b. Barrie. Mr. Chessman, however, takes a rather pessimistic view of the outlook when as a suggestion to improve the present conditions he says, "Get out of the business."

F. A. SIBBALD, BARRIE, ONT., in buying from some firms pays cartage at both ends. Some goods are invoiced f.o.b. his station. He suggests that each wholesaler employ his own carters.

C. SERGEANT, DEAN LAKE, ONT., thinks it is up to the wholesale houses to deliver free to the depot at their end. "We have to pay it from our station," he says, "and besides that, the wholesale houses deliver free, in most cases, in the cities in which they are located. Why they should charge us, the outside men, is something I could never understand or get explained satisfactorily." Mr. Sergeant pays cartage at both ends, but he does not receive any goods invoiced to his station f.o.b.

W. J. GRADY, CLARADAY, ONT., only pays cartage from his own station to his store. He maintains that the whole sale house should at least pay the cartage to the station from which the goods are shipped. He has never been asked yet to pay cartage at both ends and mentions the fact that some wholesale houses with whom he is dealing have been paying cartage at both ends, by delivering the goods to his store.

MISENER BROS., BRANTFORD, ONT., state that their goods are mostly delivered to their door, so that the cartage question does not concern them very much. They, however, would favor all goods being delivered by the wholesaler.

From the above it will be seen that different shippers have different terms in so far as the retail trade in concerned. This matter was ventilated considerably at the last convention of the Ontario Retail Merchants' Association, when it was found that the problem was an involved one and that there was by no means a fixed method among the wholesalers of dealing with it or a fixed opinion of retailers concerning it.

Further expressions of opinion from the trade will be welcomed.

BORIC ACID IN FRUITS AND VEGETABLES.

From the British Chamber of Commerce Journal, Canadian section, the following is clipped:—

"Some months ago dried fruit imported from Canada was seized by the French adulteration inspectors on the ground that the fruit in question contained boric acid as a preservative, the use of this substance being forbidden in foodstuffs under French law. A report has just been issued by M. Roux, director of the Pasteur Institute, to the effect that boric acid exists naturally in fruit up to the following proportions per kilogram:—

Apricot pulp & cherries	112	milligrams.
Wood strawberries	56	"
Pears	28	"
Grapes	228	"

"Vegetables, such as carrots, haricots, turnips, onions, cucumbers, were found to naturally contain from 56 to 112 milligrams per kilogram.

"In view of the severe research made by French inspectors for traces of boric acid in foodstuffs, the above particulars should be carefully noted."

Next Week—Expansion Number.

Complete Canadian Parcels Post Regulations

The Canadian Parcels Post System Came Into Force Officially on the First Day of April Under the Regulations Here Given.

NOTICE is hereby given that the Parcel Post Act assented to 6th June, 1913, will come into force on the first day of April, 1914, under the following regulations:—

Parcel Post Regulations.

1.—Articles of mail matter acceptable at Parcel Post rates include farm and factory products, merchandise of all descriptions such as dry goods, groceries, hardware, confectionery, stationery (including blank books, etc.), seeds, cuttings, bulbs, roots bedding plants scions or grafts, and all other matter not included in the first class, and not excluded from the mails by the general prohibitory regulations with respect to objectionable matter.

Parcels consisting of third class matter may be mailed at parcel post rates, or third class matter rate at the option of the sender.

Parcels containing intoxicating liquors or explosives are expressly prohibited.

2.—The rates of postage on articles accepted for transmission by Parcel Post are as follows:—

(a) Five cents for the first pound and 1 cent for each additional pound or fraction thereof, up to four pounds, and 2 cents for each subsequent pound up to eleven pounds within a radius of twenty miles from the place of mailing, irrespective of Provincial boundaries.

(b) Ten cents for the first pound and 4 cents for each subsequent pound or fraction thereof, for all points in the Province in which a package is posted, outside of the twenty-mile radius.

(c) Ten cents for the first pound and 6 cents for each additional pound or fraction thereof, for all points outside the Province in which a parcel is posted, and beyond the twenty-mile radius, with an additional charge of 2 cents a pound for each Province that has to be crossed to the destination of the parcel, not including the Province in which it is to be delivered up to a maximum of 12 cents a pound.

The three Provinces, Nova Scotia, New Brunswick and Prince Edward Island, are to be considered as one zone.

An additional charge to meet the extra cost of transportation will be made on parcels addressed to or posted at offices in certain outlying districts when such parcels have to be conveyed more than 100 miles by a continuous stage service, such districts to be designated by the Postmaster-General.

The charge on any parcel should not be greater than 1 cent an ounce.

Tables of rates for the several Provinces as given in the rate cards printed for distribution, will be found on pages 9, 10, 11, 12, 13, 14, 15 of these regulations.

3.—The postage on Parcel Post packets must be prepaid by means of postage stamps, securely affixed to the parcels. An insufficiently prepaid Parcel Post packet is forwarded to destination subject on delivery to payment of double the deficiency provided at least one cent is prepaid. After the additional postage repuired on any short paid parcel has been colected from the addressee "postage due" stamps are to be affixed to the parcel and canceled by the Postmaster.

Parcel Post packets totally unpaid will be sent to the Branch Dead Letter Office.

Franking of Parcel Post packets is expressly prohibited.

4.—A Parcel Post packet may be insured within Canada up to an amount of $25 or the actual value of the contents, when less than that amount, upon prepayment of a fee of 5 cents in postage stamps and up to an amount of $50 or the actual value of the contents, when less than that sum upon prepayment of a fee of 10 cents in postage stamps. This fee must be prepaid, in addition to the ordinary postage, by means of postage stamps, which the sender must affix to the cover.

In the accompanying article a complete list of regulations governing the Canadian Parcel Post System is given, including rate cards for all the Provinces. This issue should by all means be kept on file so that it can be referred to at will. A rate card for each Province is given, and Canadian retail grocers who wish to make use of Parcel Post can find full information regarding the new system in the accompanying article.

A parcel intended for insurance should not be dropped into a box or receiver. It should be marked with the word "Insured," and with the amount of the insurance fee the sender is paying, thus "Insured 10 cents," and be handed into the post office or to the rural carrier and a certificate of posting obtained, bearing an acknowledgment that an insurance fee has been paid.

The onus of properly enclosing and packing a parcel for insurance rests with the sender, the Post Office assuming no liability for loss arising from defects which may not have been observed at the time of posting.

Indemnity will be paid to the addressee, or at the request of the addressee, the sender, provided claim is made to the department within one year of the date of posting upon receipt of sworn statements of the persons concerned:—

(a) That according to the best of their knowledge and belief the insured parcel has been lost or its contents damaged in the mails.

(b) As regards the value of the contents of the parcel or the damage sustained.

(c) As regards the ownership of the parcel.

It must appear that the loss or damage did not arise wholly or in part from the fault of the sender, as, for instance, from insufficient packing, inadequate fastening, loss of "tie-on" label, etc. The indemnity paid will not exceed the value of the contents of the parcel lost or the damage sustained. The right is reserved of reinstating the contents of a parcel instead of giving pecuniary indemnity.

In the case of damage the parcel must be retained for the purpose of enquiry, as nearly as possible in the state in which it was delivered. If complaint is made that the contents of a parcel have been lost or abstracted, the cover must be produced.

Indemnity for damage to articles of a fragile nature, will be given only in those cases in which the parcel is conspicuously marked with the words "Fragile with care."

Parcels containing eggs, fish, meat, fruit, vegetables, glass, crockery, greases, semi-liquids, liquids or any articles of an exceptionally fragile nature cannot be insured.

Indemnity will not be given for loss of coin or bank notes.

Indemnity will not be given for injury or damage consequential upon i.e. **indirectly** arising from the loss damage, delay, non-delivery or mis-delivery of any article sent by Parcel Post.

Indemnity will not be given in the case of a parcel on which the insurance fee has not been paid.

Indemnity may be refused for loss or damage, on any ground on which exemption from legal liability may be claimed by a common carrier.

An insured parcel that cannot be delivered within Canada will be sent to the Branch Dead Letter Office.

(Continued on page 34.)

Next Week—Expansion Number.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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Subscription: Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s

PUBLISHED EVERY FRIDAY.

TORONTO, APRIL 10, 1914

SPRING NUMBER NEXT WEEK.

NEXT WEEK THE ANNUAL Spring Sales (Expansion) Number of Canadian Grocer will be issued, and in this, as has been previously stated, we promise our readers something "extra special." It will contain a large number of articles showing how retail grocers from coast to coast have expanded either their entire business or different sections and departments thereof. Actual methods will be presented which have been received from personal interviews or direct communications with scores of our readers in all parts of the country.

The big issue, too, will include the results of the Clerks' Contest announced some weeks ago. Replies have come from all over the country for this contest and among them are many evidences of the selling power of the clerk. They emphasize that there are grocery clerks who have caught the spirit of salesmanship; that the clerk does not have to be a mere automaton handing out the goods asked for.

The Spring Sales Number will be replete with illustrations. Practically every article contains either a half-tone or line engraving, so that the big issue can be counted on to be of special interest in view of this.

Through the corner will be string with which to hang it up for future reference.

CHANCE FOR THE MILK TRADE.

WITH MILK AT 50 cents a quart in Prince George, B.C., there should be splendid opportunities there for the sale of condensed, evaporated, homogenized and other miks. The following item from a Winnipeg paper further sets forth the possibilities: —

> "Mr. Bradley, secretary-treasurer of Hood, Limited, Prince George, B.C., was one of the interesting visitors to Winnipeg during the week. He is one of the pioneers of Prince George, and walked sixty-five miles to locate there, trucking his stock in trade. They have a baby at home, and there is only one cow in the vicinity. Milk costs 50c a quart, and a special teamster has to be sent for it."

There is a lesson here for all who are doing business in sparsely settled districts, or in districts where cows are scarce. Condensed, homogenized milks, etc., when manufactured by reputable concerns are wholesome and healthy, and are even taking the place of the milk received direct from the dairy in many of the towns and cities located in dairy districts. But when the price of this milk gets up to 50 cents a quart, there is surely a wonderful chance for the retailer.

THE DEBTOR'S HIDING PLACE.

THERE IS A PHASE of the Dominion postal regulations which might receive the attention of the retail merchants to their mutual benefit. Postmasters are not permitted to disclose the forwarding addresses of people who have left "for parts unknown." So far as the dry goods merchant is concerned, the grocer, the hardwareman and the coal dealer, who have carried them on their books for months, they "have folded their tents like the Arab," and silently stolen—hundreds of dollars worth of merchandise. Yet the postmaster and his clerks have a monopoly in the knowledge of their addresses and the creditors are helpless. All their mail may be forwarded, including the demands for payment of the merchants, but these are powerless if the delinquents ignore the bills, and no attempt can be made to enforce payment by process of law through ignorance of the new abode. In support of existing conditions it will be claimed that every man has a right to live where he pleases without divulging the fact to "the whole town," and that it would be a delicate matter for a postmaster to make public something that the public as a whole have no right to know. On the other hand it should be possible to place it in the discretion of postmasters to give such information where it is for the purpose of securing the payment of legitimate accounts and preventing the escape of liabilities through inability to get into personal touch with the defaulter who would laugh at a paper request for settlement. To avoid the misuse of such information it easily could be arranged for action through a committee of retailers as a guarantee of good faith. As the law stands, many consider that it works out unfairly to business men, and at once accords a privilege to a dishonest man and shields him in his dishonest escape from his indebtedness.

There is one device which Canadian Grocer has discovered as a remedy that will work in the majority of cases, pending some Government action. Send a registered

letter to the delinquent debtor and add five cents for an "acknowledgment of receipt." Your registered letter will be forwarded and you will learn from your receipt the new address of the man who has disappeared. Where letter carriers operate you are likely to get even his street address.

Try this out.

WHO CONTROLS FIRE MARSHAL?

THE ANNOUNCEMENT of the Ontario Government's intention to appoint a Fire Marshal will be received with genuine satisfaction by the retail merchants of the Province. The need of some such official has long been urged, for fire losses have been mounting steadily higher until now Canada's per capita record exceeds that of all other countries in the world. The inevitable result has been higher rates, and the certainty of sharp advances in the future.

The official statement of Hon. J. J. Foy contains no definite information as to the powers of the new official. The bill gives a Provincial Fire Marshal power to investigate into the cause and origin of any fire, to enter summarily into certain buildings and order necessary fire precautions to be taken, and any inflammable matter lying about removed. Structural changes may also be ordered. The insurance companies are to pay the cost of this service by an assessment on their premium income, a provision that was embodied in a resolution passed with the first reading. Whether the official will be subject to one of the Ministers of the Crown has not been made clear, nor whether there will be any appeal from his ruling. This point was brought up at the late O. R. M. A. convention, when a protective resolution was passed along the following lines: "That it is the opinion of this meeting that if it is the intention of the Ontario Government to appoint a Fire Marshal for the Province of Ontario, that he should be appointed under the direction and authority of a Minister of the Crown so that in the event of any severe restrictive measures being imposed upon us by the said fire marshal, or his deputies, that we, as merchants, will have access to the minister and be able to lay our complaints before him." This position was supported by several of the men at the convention, and it is safe to say is held by the majority of merchants throughout the country, because a "new broom," undirected, is liable to compel arbitrary and expensive measures that may prove burdensome and out of proportion to the benefits sustained.

THE BEST IN TRADE JOURNALS.

THE OPINION was expressed in these columns some months ago that the great majority of business men were quite willing to impart the results of experiments on their part to others who were working, perhaps unsuccessfully, upon similar problems, and very few were held back by the fear of rivals imitating their methods and making their generous information act as a boomerang upon their own business. This idea is taken as an assumption by the Saturday Evening Post in an article on the Trade Journal: that the successful merchant is quite willing to assist others, either as individuals, or as members of an association, or in presenting his views through a trade journal to a wide circle of readers. The Post was advising a young man as to how to succeed in life, and declared: "When a man begins studying a field of business in trade journals and technical books, he will soon be led farther if he is really interested. These books give him general principles and current news, tell him what the trade is driving at, who the men are that count in its activities, and he will soon want to know some of these men, and there is nothing in the world to prevent him from getting acquainted with them. The young fellow who selects a field of work because he likes it and studies methods therein for the purpose of developing his own personal value, has every right to profit by what the best men in the field can tell him, and they will be always glad to help him, if he is intelligent and tactful. Leaders in every field of business are continually laying themselves open to his approach. They work out new methods. They build up organizations. They speak at trade gatherings. They expound their opinions and it all appears in the trade journals devoted to their work. Mighty few men are too busy or too big to pay attention to the inquirer who is interested in their methods."

EDITORIAL NOTES.

THE BIG SPRING SALES Number of Canadian Grocer makes its bow next week.

• • •

SUGAR MARKET CONTINUES weak—hand-to-mouth buying is the order of the day.

• • •

ONTARIO GROCERS CONVENE next Tuesday and Wednesday. Will you be one of them?

• • •

REMEMBER THE EASTER window display contest. See that the photographer gets a good picture.

• • •

EGGS ARE ONCE MORE where we can have one for breakfast without counting up our assets.

• • •

EVERY CLERK SHOULD READ the article in next week's issue on "Rising Above a Family Prejudice."

• • •

COMPLETE PARCELS POST rules, rates and regulations for all of Canada will be found in this issue. Keep it on file.

• • •

KEEP AN eye on the markets. Prices are changing and you need to buy in the best markets. Buy right and you can sell right.

• • •

IT SHOULD BE REMEMBERED that all big grocers sell almost exclusively pure goods. Their reputation demands that they do.

• • •

REMEMBER THE EASTER Window Display Contest. Canadian Grocer gives $20 in prizes for best trimmed windows submitted.

• • •

HENRY JOHNSON'S ARTICLE on Cash versus Credit will be found interesting reading. Mr. Johnson contends that credit properly extended is the better business system.

• • •

THE MEDICAL HEALTH Officer of Toronto wants to stamp canned and bottled goods with the date on which packed, just because he found a can of something that wasn't good. This is, of course, impracticable. Canned goods properly packed and stocked will keep almost indefinitely, and it would be an unjust hardship on both the dealer and canner if such a regulation were to become law.

More Selling Needed: Cash & Credit Controversy

Two Communications From Retailers Dealt With—A Grocer's Statement Shows High Wage Expense in Comparison to Total Sales—Profit or Loss on Credits Largely a Matter of Extreme Care.

*By Henry Johnson, Jr.

LETTER from an old friend:—

Halifax, Mar. 13, 1914.

Henry Johnson, Jr.,

Dear Sir,—We have followed with great attention and greater profit your articles in The Grocer, and now beg to submit our statement for year ending Dec. 31, 1913, for your consideration.

Yours truly,

—— ——.

Sales	$29,390.00	Expenses ...	
...	$4,323.00	Loss ...	$292.00

Expenses:

Wages, 3 clerks	$1,404.00
Wages, 2 Props.	1,500.00
Rent	360.00
Feed—Horses	276.00
Paper, Bags, Etc.	130.00
Depreciation	120.00
Sundries	533.00
	$4,323.00
Loss	292.00
	$4,615.00
Net Gain	888.00
	$5,503.00
Book Debts, good	$2,770.38
Mdse.	4,325.07
Horses, wagons,	315.00
Fixtures	753.79
Cash	465.93
	$8,630.17

Profits:

Mdse.	$5,461.00
Petit Discount	42.00
	$5,503.00
Liabilities	$1,838.17
Balance	6,792.00
	$8,630.17

Proprietors have taken out goods of which no account has been kept of probably 3% of sales. We are very close buyers and take all discounts and always keep our stock clean and up-to-date. We think the only place we show weakness is in the selling end as we could easily do $5,000 more business for same expense.

Our losses are a little heavier this year than usual. Our average losses for eight years were 4/5%; for last three years, 3/5%.

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

Selling Power Unused.

The wages expense of this business is nearly 10%. That is without the 3% drawn by the owners. When that 3% is added, we have nearly 13%, and such percentage is altogether too high. If we consider that eight or ten years ago 6½% was the ideal of wages expense and make due allowances for changed conditions, maybe 7½% will now be allowed. The wages expense paid by the business under review, should handle sales up to $50,000. An allowance of 8% would show business-handling ability of over $47,000.

This correspondent has therefore correctly diagnosed his weakness. The two proprietors must hustle for more trade and get out more goods themselves to do justice to their business. And the remainder of their expenses seem so moderate that this one point of strengthening would work wonders in their net profits. Then, if they did not reach the ideal condition, they might still do their extra $5,000 of selling, and that would add over $1,000 to their net annual earnings.

Analysis of Expenses.

The total expense runs up to the limit, though it is not abnormal. We have the $4,323, which is just over 14.41%—say 14½%. Then we have the 3% taken by the owners, making 17½%. Finally comes the loss of 1%, making a total of 18½%.

Add to this the net profit of just about 2.96%, and we get a total average gross margin of 21.46%—which strikes me as remarkably good anywhere, and especially so in a small town where general competition is keen and where, as in this case, there is some unusually active, virile, competition from a big, very successful concern.

Work hard on the **SELLING POWER.** That is where your greater progress lies.

The Bugaboo of Credit.

Here is where I nearly get something "handed to me!"

Winnipeg, Man., Feb. 24, 1914.

Henry Johnson, Jr.,

Dear Sir,—As a subscriber to Canadian Grocer, I read with interest the valued information given by you and others. I read your article under date of January 2nd, headed: "If Policy is to Be Changed, Do It Gradually." This, I think would, perhaps, be all right, but why wait a year to do it? In the grocery business above all, whether we give credit or not, our profits, or income from such a business is small, and if O. J. S., the gentleman you are answering, has $3,500 on the books (or ice) with a stock of $2,500, it is nearly time he got down to business and reduced the book accounts and kept them off entirely when he has got them off. Whilst talking about credit, I may say that for a man like yourself, been in business for over thirty years and do not and have not advocated **cash only**, it seems that it would be useless to try it, although in your case, you probably have been in the same place so long that you are so well acquainted that you are nearly married to your old accounts. Can you show me any reason why I or any other merchant should give our goods away or throw our dollars in the street, because if we give credit it's what it amounts to? The man who gives credit is going to lose some, more especially in the city where so many are moving all the time. I cannot go into a clothing store here and get a suit of clothes and say "charge this up." Why should people come into a grocery store and say: "Will you charge this for a day or two; I will have some money then?" There is no common sense or any reasonableness for a man to give credit these days. An article that is eatable is consumed and we have no chance to get it back, or its value, and the law says "you cannot take anything from this man; he has only got $25 (maybe enough to cover my account, though) also you gave this man credit—no one compelled you to." It is my firm belief that if the merchants would cut out this credit business entirely (especially in a city) people would always have the money to buy their goods with and in the end they would be better off as well as the merchant and wholesaler and we would keep our customers at home right with us and instead of running to the big department stores and spending $5 before they knew they were going to, as soon as they get a little cash. The merchants of this city are encouraging the credit business instead of putting an end to it, and we do not get the same terms from wholesalers that we were able to get a few years ago. They are cutting us out and they are getting the benefit because they do not run the risk they used to. Then have we not a right and a just right to get our money on the spot? The men we employ must be paid

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and our expenses met. How can we meet them with ease if the other fellow owns the goods which we give him until he gets good and ready to pay for them. You may say: "Well, all you have to do is to watch your accounts." Yes; it takes some watching. If I lose $2 for instance, that is $2 hard earned—and why should I lose even this amount? Now, sir, don't you think that the proper way to do business is to pay for what you get when you get it? This is the whole success of the department stores. It is hard to see where one is getting off at when giving credit, and a lot of it, too. There are many articles in The Grocer of late about margin. Well, when a merchant sells an article for 10c. each, which cost him 9c., and even some articles costing $1.10 per dozen and $1.05 selling for 10c. what margin of profit would he be getting, net? I am afraid he wouldn't make a fortune in the grocery business, yet this is done; and I might mention another one; a certain thing costs $1.10 a dozen and sometimes $1.15, and it sells at 3 pieces at a time mostly, yet it is sold at 3 pieces for 25c. so that we lose 10c. and 15c. off the wholesale cost besides the expense in connection with same. I guess I have taken up quite a bit of your time, but I would like an answer if you can spare the time.

Thanking you for time and space.

Yours truly,

B—— R———.

"Keep Thy Shop and Thy Shop Will Keep Thee."

Those were wise words of Franklin. It seems to me the troubles referred to in the above are so easily and properly within his own control.

No; I am not married to my old accounts. Our town is a college town; hence population is constantly changing; ergo, accounts also change. Yet my reason for running accounts and keeping a lot of capital invested therein is that such business **PAYS.** But it does pay because it is not run hap-hazard, nor are charges made indiscriminately to Thomas, Richard and Henry as they "drop in," and are "just a little short of change." No; accounts are opened with care, and out of many who call, few are chosen. We know how to say NO. We say it without offensive emphasis; but none the less firmly. In other words, we RUN this part of our business just as we run the delivery end of it—or the buying end—or the filling of orders. Perhaps an example or two may suffice to indicate safe methods.

Some Concrete Examples.

Comes a woman to my desk who says she has been trading "quite a little" for cash and now she would like to have a weekly account because it is not always convenient, etc. There is something just a trifle peculiar about her—I cannot just say what it is at first. Soon I see that she has been having a little drink. I listen attentively and tell her that we are always glad to open GOOD accounts, but that we invariably look up references. I shall look up hers and telephone her promptly—not later than to-morrow forenoon. She seems a bit put out and disappointed. "Oh, then, I cannot have anything charged right now?" "Oh, no," I reply; "we shall have to handle this as we do all accounts; but I shall not delay in letting you know." She goes—and I promptly forget her; never taking the slightest trouble to look her up. Time is worth something—your time and mine. Let us not waste it!

Late one Saturday came in a very neat-looking gentleman; young man; bright appearing, businesslike. He buys two or three things and hands me a "tenner," saying: "I'd like to open an account with you, Mr. Johnson. We have bought some things from you occasionally, and like your goods and ways. My name is Klausen and I am a lawyer; address, 310 S. Wentworth; refer you to H. G. Curry, of the Boston Store." All businesslike enough to almost lead me to offer to charge it at once. I tell him I shall look him up; do not doubt at all that we shall be glad to have the account; thank him and bid him good night as courteously as possible. Ask our Credit Exchange about him next day, giving the reference. Soon get the answer: "Better demand cash. He owes several bills and we have two against him for collection. Not only does he now owe two grocers, but they state that they consider him a skate and trickster."

Prevention Versus Cure.

I did NOT telephone him at all. He has come intermittently since; but I think he must know what I have decided to say, for he has not mentioned the matter since. Meantime every person in our store knows that Klausen's credit is not good.

Is prevention better than cure? I think it is. Suppose you try it. It cannot surely leave you worse off than you seem to be now.

Easter Window Display Contest

Your Easter window this year will be better than ever. You have plans laid for a trim that in your opinion will surpass any similar display that has gone before.

Enter it in **Canadian Grocer's Easter Window Display Contest.**

All that is necessary is to send in good photograph with description on back or on separate sheet of how it was constructed and what it contains. In addition to helping your confreres in the trade from coast to coast, the fact that you come into the contest makes you a better window trimmer.

There will be six prizes given the successful winners. The contest will be divided into two classes—one for grocers and clerks in cities over 10,000 population, and the second for centres under 10,000. This gives dealers and clerks in the smaller places a contest of their own—they do not compete with stores in the big cities.

There will be 3 prizes in each class—$5, $3 and $2 respectively, making $20 in all.

Photograph should be about 8 inches by 10 inches in dimensions for best results.

Get the picture taken as soon as the Easter window is in. Good Friday comes on April 10. Contest closes April 20.

The Editor, **CANADIAN GROCER,**
143-149 University Ave., Toronto.

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PARCEL POST REGULATIONS.

Parcel Post Packets Must Not Be Registered.

5.—Parcels must be prepared for mailing in such manner that the contents can be easily examined.

6.—It is desirable that the sender's address should appear either inside the parcel or on the cover. This must be kept distinct from the address proper.

7.—Parcels are, when redirected, chargeable with additional postage at the rate which would have been chargeable had they been originally mailed from the office of re-direction to the new address except in cases where the original and the re-directed addresses are both within the delivery of the same Post Office.

8.—The limit of weight for a Parcel Post packet is eleven pounds, and the general limit of size is thirty inches in length by one foot in width or depth, but parcels will be accepted up to 3 ft. 6 in. in length, provided that the combined length and girth do not exceed six feet. For example—a parcel measuring 3 ft. 6 in. in its longest dimensions may measure as much as 2 ft. 6 in. in girth (i.e. round its thickest part); or a short parcel may be thicker; thus if the length is not more than 3 ft. the girth of the parcel may be 3 feet.

9.—When practicable Parcel Post parcels must be sent in covers open at the ends, and in such manner as to be easy of examination. But flour, drugs and such like articles, which cannot be sent in covers of this kind—but such articles only—may be posted enclosed in boxes, or in bags of linen or other strong material, fastened in such a manner that they may be easily opened, so as to enable the officers of the post office readily to satisfy themselves as to the nature of the contents. If paper bags or covers are used for enclosing flour or other similar matter, they must be of extra quality and strength to resist friction and pressure in the mails, and prevent the escape of the contents.

10.—Any staple article of use or consumption, properly transmissible by post, contained in the original unbroken package and with proper descriptive label, may be forwarded by Parcel Post, though the tin or case in which it is enclosed may not admit of being opened in course of post, if posted by parties known to be engaged in the manufacture or sale of the articles in question and who vouch that the contents are precisely as described on the label.

11.—A parcel may contain invoices and accounts provided they relate exclusively to the contents of such parcel; it is also permitted to enclose a card or slip of paper giving in a brief manner necessary directions for the identification or treatment of the article or articles contained in the parcel. Care must be taken not to abuse this privilege by converting such notes or marks, designed solely for the facilitation of business between the sender and addressee, into what might properly be called correspondence. A parcel containing a letter or any writing intended to serve the purpose of a letter in the ordinary sense will become liable to letter postage.

12.—When several separate articles are enclosed in a Parcel Post packet there is no objection to each bearing a distinguishing number, so as to enable the sender to give directions by letter (sent of course separately and duly prepaid) respecting the several articles which the parcel contains.

13.—Any person who wishes to mail a large number of parcels, whether on a particular day or at regular or irregular intervals, will facilitate the work of despatch if he will give the office where they will be posted early information of the number of the parcels, their average weight and the dates and times at which he proposes to send them. He will also consult the convenience of the Post Office by sending the parcels to the post in batches, beginning as early in the day as possible.

14.—Parcel Post packets are subject to the general prohibitory regulations excluding from the mails everything liable to destroy, deface or otherwise damage, the other contents of the mail bags or injure the person of any officer or servant of the Post Office, as well as all obscene or immoral matter.

15.—Liquids, oils and fatty substances, put up in accordance with the following regulations, are not excluded. When in glass bottles or vials, such bottles or vials must be strong enough to stand the shock of handling in the mails, and must be enclosed in a wooden, heavy cardboard or papier mache block or tube not less than three-sixteenths of an inch thick in the thinnest part, strong enough to support the weight of mails piled in bags and resist rough handling; and there must be provided between the bottle and its outer case, a cushion of cotton or spongg material sufficient to absorb the liquid, etc., in case the bottle should be broken, the block or tube to be impervious to liquid (including oils) and to be closed by a tightly-fitting screw-lid of wood or metal with a rubber or pad so adjusted as to make the block or tube water-tight and to prevent the leakage of the contents in case of breaking of the glass. When enclosed in a tin cylinder, metal case or tube, such cylinder, case or tube, should have a screw-lid with a rubber or cork cushion inside in order to make the same water-tight, and should be securely fastened in a wooden or papier mache block (open only at one end) and not less in thickness and strength than above described. Manufacturers or dealers intending to transmit such articles by Parcel Post or as samples, in considerable quantities, should submit a specimen package showing their mode of packing to the postmaster at the mailing office, who will see that the conditions of this section are carefully observed.

16.—Specimens of diseased tissues, when carefully enclosed in specially constructed double tin cases, closely packed with absorbent matter, and with closely fitting screw caps, may pass at Parcel Post rates, addressed to Provincial Boards of Health and Public Laboratories.

17.—The following articles in glass, viz.: Eye-glasses, spectacles and microscopic slides, may be forwarded by Parcel Post if put up in such a manner as to admit at once of easy inspection and to guard against injury to persons handling the mails.

18.—Parcels Post packets containing anything of a fragile nature should be marked "Fragile with care" and parcels containing articles of a perishable nature such as fish, fruit, meat, etc., should be marked "Perishable." Parcels sent by mail should in all cases be substantially and securely packed so as to preserve the contents from loss or damage and prevent injury to the mails. The department desires to co-operate with the public in seeing that special attention is paid to the important matter of packing, particularly with regard to parcels containing matter of a fragile or perishable character or of a nature to destroy or injure the other contents of the bags or sacks in which they are sent forward. In order that proper precaution may be exercised in this particular persons desirous of transmitting articles by Parcel Post are advised to consult the postmaster as to the proper method of packing in all cases.

As the safe transit of eggs is a matter of some difficulty shippers are advised to adopt the following method of packing: Use a wooden, papier mache, or other box of a rigid material with a well-fitting tightly adjusted lid, wrap each egg separately in newspaper or other protecting material, place the eggs on end and fill up the vacant spaces in the box with newspaper or other packing material, so as to prevent the eggs from striking together or against the sides, top or bottom of the box; mark the parcel "Eggs."

Parcels containing goods likely to spoil within the time reasonably required for transportation and delivery must not be accepted for mailing.

19.—Postmasters must exercise the greatest possible care to see that all parcels accepted for transmission by Parcel Post conform in every particular to the requirements of these regulations. This applies with special force to parcels containing perishable goods or fragile articles.

20.—Requests for direct return are

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Canadian Parcel Post Rate Cards

Parcel Post Rate Card A.

Rates on Postage on Parcels Mailed in the Maritime Provinces.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Maritime Provinces	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Quebec	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Ontario	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Manitoba	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Saskatchewan, Alberta or British Columbia	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.

*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card B.

Rates of Postage on Parcels Mailed in the Province of Quebec.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of Quebec	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Ontario or Maritime Provinces	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Manitoba	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Saskatchewan	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Alberta or British Columbia	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.

*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card C.

Rates of Postage on Parcels Mailed in the Province of Ontario.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of Ontario	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Quebec or Manitoba	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Saskatchewan or Maritime Provinces	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Alberta	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in British Columbia	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.

*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card D.

Rates of Postage on Parcels Mailed in the Province of Manitoba.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of Manitoba	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Ontario or Saskatchewan	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Quebec or Alberta	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in the Maritime Provinces or British Columbia	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14

The maximum charge on any parcel shall not exceed 1 cent an ounce.

*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card E.

Rates of Postage on Parcels Mailed in the Province of Saskatchewan.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of Saskatchewan	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Manitoba or Alberta	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Ontario or British Columbia	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Quebec	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in the Maritime Provinces	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.
*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card F.

Rates of Postage on Parcels Mailed in the Province of Alberta.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of Alberta	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Saskatchewan or British Columbia	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Manitoba	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Ontario	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Quebec or Maritime Provinces	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.
*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card G.

Rates of Postage on Parcels Mailed in the Province of British Columbia.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of British Columbia	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Alberta	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Saskatchewan	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Manitoba	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Ontario, Quebec or Maritime Provinces	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.
*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

PARCEL POST REGULATIONS.

(Continued from page 34.)

recognized on Parcel Post packets addressed to a place in Canada, and parcels bearing the address of the sender may also be returned direct after being held fifteen days Parcel Post packets so returned are subject to a charge equal to the original postage charge. This charge is to be marked by the office returning the parcel and collected from the sender before delivery by the office to which it has been returned, "postage due" stamps for the amount collected being affixed to the parcel and canceled by the postmaster.

21.—After a parcel has been delivered to the person to whom it is addressed it cannot be returned to the sender, **unless the person returning it pays the necessary return postage.**

22.—The Postmaster-General reserves the right to refuse to accept for transmission by mail, grain or any other commodity shipped in excessive quantities which might interfere with the transportation of first-class matter, or other articles such as those enumerated in paragraph 1.

The ability to imagine has, above all other influences, determined the progress and station of men. It is the root of all love, ambition, effort and achievement, and is the first of the creative faculties.

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How Other Grocers Do Things

PARCEL POST ADVERTISEMENT.

Another merchant who is taking advantage of parcel post to get after the country trade, is Albert Berscht, Wellesley, Ont. It will be noted from the accompanying newspaper advertisement that he connects up the system with the rural phone. This advertisement was, of course, used prior to the 11-pound weight limit going into effect.

PARCEL POST

On February 0th the Post Office Department inaugurated the new Parcel Post System by which any goods under eleven pounds in weight may be sent in one parcel.

The complete Rural Mail Delivery soon to be in operation completes a service which which will be a wonderful help when you want a parcel in a hurry.

Now take advantage of the New System by using your Home Telephone and notice how prompt the goods will be delivered to you at a trifle cost.

Present Weight Limit is Six Pounds

1 lb. 5c.	4 lb. 8c.
2 lb. 6c.	5 lb. 10c.
3 lb. 7c.	6 lb. 12c.

Albert Berscht,

WELLESLEY

Newspaper advertisement on Parcel Post reduced from 8½ by 4½ inches in dimensions.

Canadian Grocer would appreciate receipt of other parcel post advertisements, circulars, etc., from dealers going after this business.

* * *

FEATURING FRESH VEGETABLES.

The H. Malcolmson store, Chatham, Ont., has attracted considerable attention by featuring a window display of fresh vegetables and fruit. "Everything fresh" is the keynote of the display. The Malcolmson store is appealing especially to this class of trade. The handling of fresh vegetables is facilitated by the installationn some time ago of a fountain appliance, which keeps lettuce and similar green stuff in fresh and crisp condition.

* * *

A C.O.D. SUGGESTION.

Delivery clerks frequently have a way of forgetting to collect C.O.D. accounts. Often when the bill is sent with the goods, they fail to see that it is C.O.D. There are cases where customers thinking they have paid their bills, and having received their bill, have gone to the store to make trouble. In all these cases a system is necessary which will make mistakes impossible. The one devised by J. A. Mc Kerchar, Winnipeg, is a very effective one, and since its introduction, has prevented trouble such as the above.

An envelope bearing the letters C.O.D. in bold red type so that a short-sighted delivery man can make no mistake, is used for carrying the bill. This envelope bears the name of the customer, the amount to be paid, the initials of the clerk who made up the order, the number of parcels and extras. On delivering this order, the man on the rig takes the bill from the envelope, receipts it, puts the money in the envelope, and seals it.

When this system was not in use, it was customary for the delivery man to come home with his pockets full of money, and to count out each amount as he remembered it. Sometimes he was fifty cents out, or perhaps had fifty cents too much, with this system, the envelopes are delivered to the cashier who, when she had time, takes a trip around to the clerks who have made up the orders, and sees that the accounts are made paid in their books. Then the envelopes are kept on file for a week for fear a customer should be billed a second time for goods she has paid for. Thus old customers are not offended in this manner.

GOES AFTER SUMMER RESORT TRADE.

Barrie, Ont., is delightfully situated on Lake Simcoe, and is a resort in summertime for American and Toronto tourists, who live in the town, or camp and live in summer cottages along the lake front. Naturally there is a big demand for groceries and provisions, which cannot be supplied by the man who is content to stand in his store and wait for it coming. To secure as much of this trade as possible, James Vair, one of the large grocers in Barrie, purchased a covered-in gasoline launch, capable of carrying thirty people, or a load of two tons, and solicited trade for ten miles down the lake. The orders secured, the boat is packed, and the goods promptly delivered. The chief demand is for groceries and fruit, the latter of which is handled in car lots during this season, which usually lasts from June 15 to September 15.

No. Parcels 6 Extras 2

C.O.D.

Clerk A. J. D.

FROM **J. A. McKERCHAR**

GROCER

WINNIPEG - MANITOBA

For Mrs. Jas. Brown,

$ 2.45 Southern Ave.

Front view of the Envelope that goes out with C.O.D. orders.

Next Week—Expansion Number.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

Shand Bros., groceries, Windsor, N. S., have registered.

W. H. Dunn, Ltd., groceries, etc., Montreal, has registered.

F. A. Savage, groceries, etc., Berwick, N.S., had a fire loss recently.

The Milton, grocery and fruit store, Montreal, Beree Beresteskee and David Sheinberg have registered.

Letters patent have been issued incorporating Allan's, Limited, to manufacture and deal in all kinds of non-intoxicant and healthful beverages; the chief place of business to be at Montreal.

Ontario.

Frederick W. Ward, grocer, Toronto, is deceased.

C. M. Milton has opened a new grocery store in Orillia, Ont.

W. G. L. Evans, grocer, Fort William, Ontario, had a fire loss.

Josephine Turano, Toronto, grocer, has sold to Joseph Passavanti.

Herbert Shaw, grocer, Brock street, Brantford, Ont., is selling out.

Vincent Ockley & Sons, Kingston, Ont., are retiring from business.

The M. J. Fox grocery business, Lindsay, has been purchased by Tresider & Killaby.

J. A. Brown, grocer, Dundas, Ont., is moving to Esquesing, Ont., to engage in a similar business.

C. C. Willson has assumed management of the store of Whimster & Wilcox, Bradford, Ont.

J. A. Calder has gone into partnership with Geo. Lequyer, Simcoe, Ont., the new firm to be known as Lequyer & Calder.

C. W. Robinson, of the Market Grocery, Brunswick street, Stratford, Ont., has sold out his business to James Leonard.

John Weir, a general merchant in Caledonia, Ont., died from pneumonia last Friday, and on Sunday his son William, succumbed to the same trouble.

John Ransford, salt manufacturer, Goderich, Ont., is increasing the capacity of his factory and adding new machinery. Another salt well will be bored as well.

Wm. Lindenman, formerly of West Lorne, Ont., is opening a general store in Plattsville, P. J. Lindenman is continuing the business of Lindenman & Sons, in West Lorne.

Wanner Bros., Mimico, Ont., purchased some time ago the grocery business of H. Stewart.

Frank Zimmer, for the past year head of the grocery department of the B. W. Moore Company, Petrolia, Ont., has purchased the stock and business of C. Maston, and is now in charge.

Frank R. Crowley, a traveling salesman for the Pure Gold Manufacturing Co., Toronto, has left the road after 26 years' continuous service with the one firm. His health necessitated a change and he is now engaged in office management work.

A federal charter has been granted incorporating J. L. Watt, G. L. Watt and A. W. Hutchison, of Toronto, and A. H. Scott and . C. Messervy of Montreal, under the name of Watt & Scott, Limited, to import, manufacture an ddeal in European and Oriental produce; with capital stock of $200,000, the chief place of business to be at Toronto.

John Monteith and James Gaudette, who have been associated for fifteen years as general merchants at Arnprior, Ont., have dissolved partnership. Mr. Monteith who has found the weight of years bearing heavily upon him will probably take a rest, for a while at least. Mr. Gaudette will continue the busines.

Western Canada.

R. Scott of the Scott grocery, Brandon, Man., and Mrs. Scott, have returned home from a trip to the Old Country, sailing from Belfast, Ireland.

The Portage Cooperative Society of Portage la Prairie, Man., will open for business on May 1. J. C. Lowrie has been appointed manager.

W. P. MacCormick & Son have opened a new store on Kelvin avenue, Elmwood, Man. Alex. A. E. Smith sold out to them.

B. M. Henderson, who has been in charge of the Saskatoon house of Nicholson & Bain, wholesale merchants, etc., has been transferred to the Edmonton branch.

J. F. Newson, formerly in charge of traffic in the general office of Nicholson & Bain, wholesale merchants, etc., Winnipeg, has been transferred to the firm's Saskatoon house as manager.

H. R. Mackenzie, general manager of the Cudahy Packing Co., Toronto, passed through Winnipeg last week on his way to the coast. Mr. Mackenzie is making his annual trip through the West to measure up the business situation.

W. H. Escott, Winnipeg, has just returned home from a trip through the West upon which he visited the various branches. Mr. Escott expresses himself as very much pleased with the way business is shaping up.

Arthur McBride, of Geo. Vipond & Co., wholesale fruit dealers, Montreal, called at the Winnipeg office of Canadian Grocer last week. Mr. McBride has been in California on business, and returning, looked over the Geo. Vipond & Co., branches in Winnipeg and Regina.

A Vancouver report says that since the Canadian Pacific Railway steamers and the Royal Mail Steam Packet Company have been bringing in large shipments of eggs from China, attention has been called to the possibilities of trade development along these lines, and it is suggested that the Canadian Pacific is contemplating putting in refrigerating machinery on its trans-pacific liners, and make a bid for the business.

FORTY MEMBERS ADDED.

At the regular monthly meeting of the Hamilton Retail Grocers' Association with President J. M. Semmens in the chair, all present were asked to try to attend the convention of the Ontario Retail Grocers' Association to be held in Toronto on April 14 and 15.

Forty-one new members were added to the roll, which looks very promising for 1914.

It was decided to hold a picnic again this year. The following were elected on committees: J. L. Brown, chairman; James Main, treasurer; M. R. Hill, secretary; J. Kirkpatrick, chairman transportation; Adam Ballentine, refreshments; John Forth, games; W. Smye, advertising and printing; H. Taylor, amusements; J. A. McIntosh, reception; Ed. Hazel, John Knox, W. Smye, finance committee.

The picnic will be held on July 15.

Will Sugar Record Another Decline?

Some Wholesalers Inclined to Think it May — World's Estimated Visible Supply Shows Considerable Increase—Demand for Dried Peaches Poor, Considering Low Price.

MARKETS IN BRIEF

QUEBEC MARKETS.

GENERAL GROCERIES—
Molasses declines 8 cents all round.
Sugar weaker and change is looked for.

FISH AND OYSTERS—
Haddies decline from one to two cents.
Smoked herrings advance three cents.
Haddock advances ½ cent.
Smelts off market.

FRUITS AND VEGETABLES—
Grapes decline from 50 to 75 cents.
Mexican oranges decline 15 cents.
Blood oranges drop 50 cents.
Pineapples, according to size, advance and decline 25 cents.
Strawberries drop 10 cents per box.
Imported beans scarce. Advance 50c to $1.00.
Several price changes in different lines.
New cabbage quoted at $3.50 per crate.

FLOUR AND CEREALS—
Flour business dropping off a little. Still quite brisk.
Cereals are falling away as weather gets milder.
Mill feeds still in great demand.

PRODUCE AND PROVISIONS—
Provisions still quiet. Better business expected this week.
Lard still weak.
Butter quite firm in spite of increased supplies.
Eggs drop 1 cent per dozen. Receipts last week established record.
Cheese, new make, being received.
Honey weak.
Poultry being brought from Chicago to ....

ONTARIO MARKETS.

GENERAL GROCERIES—
Sugar weak.
Apricots very firm, standard quoted 16½ to 18 cents.
Package dates firm.
Comadre figs probably off the market.
Trade in canned goods lively.

FRUIT AND VEGETABLES—
Lemons advance 25 cents.
Florida tomatoes easier.
Easier feeling in grapefruit and pineapples.
Strawberries fluctuate in accordance with receipts.

FISH AND OYSTERS—
Haddies decline 1 cent.
Steel head salmon down 1 cent.
Sea trout easier.
Whitefish down half a cent.

PRODUCE AND PROVISIONS—
Butter easier.
Eggs firm on account of Easter demand.
Good demand for live poultry owing to Jewish holidays.
Cheese and Honey unchanged.

FLOUR AND CEREALS—
No change in duties on wheat and flour.
Some find demand for cereals slightly slacker.
Demand for mill feeds keeps up.

QUEBEC MARKETS.

MONTREAL, April 8.—Now that Lenten season is just about at an end, trade in some lines has dropped off considerably, and what business is left is only of a small nature. Other lines, though, which do not come in for the Lenten demand, are still quite firm, and the general impression is that business will now make steady progress. There have been several changes during the week, and the amount of business passing at the present time is quite satisfactory all round.

Collections are unchanged from one week ago, and it is opinion of a good many that there will be no great improvement until there is more work in sight.

SUGAR.—The market this week continues weak, and it was hinted that another decline might take place in the near future. The market for raws is said to be responsible, as it is reported quite weak, and this has resulted in better buying by the refiners. It is quite difficult, however, to forecast any definite change, as this market is much the same as the stock market. The general feeling amongst the local jobbers is that a change is not unlikely; while one of the local refiners stated to-day that cheaper sugar would not be surprising. In view of this, the best policy would be to buy small and often until there is some kind of movement. It is almost certain that there will be no increase.

For the past month or so the trade throughout the country seem to have been buying from a hand-to-mouth nature, and jobbers state that the amount of sugar going out now is quite normal, although in small lots. This is the plan which should be adopted until the market shows some firmness.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 15
20 lb. bags	4 25
2 and 5-lb. cartons	4 45
Second grade, in 100 lb. bags	4 00
Extra Ground Sugars—	
Barrels	4 55
50 lb. boxes	4 85
20 lb. boxes	4 95
Powdered Sugars—	
Barrels	4 55
50 lb. boxes	4 75
25 lb. boxes	4 75
Paris Lumps—	
100 lb. boxes	4 90
50 lb. boxes	5 10
25 lb. boxes	5 20
Crystal Diamonds—	
Barrels	4 95
100 lb. boxes	5 10
50 lb. boxes	5 20
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15
Yellow Sugars—	
No. 3	4 20
No. 2	4 20
No. 1	3 80

DRIED FRUITS.—There is dropping off in demand for prunes, as season is about over, and, coupled with this fact, stocks are very uneven. When the price which is being asked to-day for prunes of all sizes is taken into consideration, it is little wonder that business is dropping off, especially when stocks are so uneven.

Market for evaporated apples is quite firm, and the demand is considered good. Stocks are not too heavy this year owing to the poor crop of apples, and there is little change looked for unless it is in firming up still more.

All other lines are considered dull at present, and there is not the movement that jobbers would like to see. Prices all round are the same as one week ago.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 12
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg.	....	0 06½
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 13	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 13
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
90 to 100, in 25-lb. boxes, faced	0 08	0 08½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	4 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

TEAS.—Demand for all lines is better, and movement in each grade is considered good. The situation in lower grades of Chinas has not improved any from last week, as stocks have been reduced since that time. The demand, too, has not slackened up any. In the better grades there is also a firm feeling, and all lines are moving out freely. Stocks are said to be quite heavy enough to meet all requirements. There has been no change in the quotations.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 28
Hyson	....	0 22
Spanish No. 1	....	0 12½
Virginia No. 1	....	0 13½
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

COFFEE.—There is no change in this market from one week ago, and conditions as given then are practically the

same. Stocks are quite ample to fill all requirements, and prices remain same. The demand is still quite steady, and, as stated some weeks ago, is on the increase, as coffee is gaining favor with the French-Canadian.

Coffee, Roasted--		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 35
Rio	0 22	0 25
Santos	0 22	0 25
Chicory, per lb.	0 08	0 10

RICE AND TAPIOCA.—While the business passing at present is quite good for future business, there is a very noticeable movement for immediate shipment. This business, however, is received principally from people who do not order in great quantities, and only stock a small amount of rice at any time. Future business, however, is quite brisk, and there are a number of people who are taking advantage of the cheaper prices, which come into effect April 15th. Rangoon rice will then be 20 cents cheaper.

Rangoon Rice—	Per cwt.
"B," bags, 50, 100 and 250 lbs.	3 30
"B," pockets, 25 lbs.	3 40
"B," pockets 12½ lbs.	3 50
"C.C.," bags 50, 100 and 250 lbs.	3 20
"C.C.," pockets 25 lbs.	3 30
"C.C.," pockets 12½ lbs.	3 40
India bright	3 45
Lustre	3 55
Fancy Rices—	**Per cwt.**
Polished Patna	4 40
Pearl Patna	4 60
Imperial Glace	4 90
Sparkle	5 10
Snow, Japan	5 30
Ice drips, Japan	5 45
Crystal, Japan	5 10
Carolina head	7 10
Imported Patna—	**Per lb.**
Bags, 224 lbs.	0 05½ 0 05¾
Half bags, 112 lbs.	0 06¼ 0 05½
Quarter bags, 56 lbs.	0 05⅝ 0 05⅝
Velvet head Carolina	0 09 0 10
Sago, brown	0 04½ 0 05

MOLASSES AND SYRUPS.—There has been a general reduction in molasses taking effect April 4th. The range of prices is given below, and shows a decline of 8 cents all round. The market, of course, is considered to be weak at present, but it is rather doubtful how long that condition will last. At present prices local jobbers claim that business ought to pick up, and naturally the market will firm up with an increase in the demand.

Barbadoes Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice.
Puncheons	.38	.30	.28
Barrels	.41	.33	.31
Half barrels	.43	.35	.33

For outside territories prices range about 3 cents lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04
Pails, 38½ lbs., 1.$35; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 50
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lbs. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

SPICES.—There is little business passing at this time, although it is quite seasonable. Prices remain unchanged.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	23—28	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	27—33	..—1 00	.....
Curry powder	..—35	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamom seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Imported, per lb.	....	0 15
Carraway, per lb.	....	0 12
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 30	0 35
Shredded cocoanut, in pails	0 18	0 20

NUTS.—The business on the local market this last week has been more or less quiet, and the only stock which is showing any firmness at all is the shelled nuts. Jobbers would like to see all other stock wiped out, in view of the approaching weather, which is by no means the best for this line. Prices remain unchanged, and the demand is small for all lines other than shelled stock.

Shelled walnuts, per lb.	0 39	0 40
Shelled almonds, 28-lb. boxes, per lb.	0 44	0 45
Finest filberts		0 13
Pecan	0 16	0 17
Almonds	0 18½	0 20
Walnuts	0 18½	0 20
Brazils	0 16	0 20
Peanuts	....	0 13
Peanuts (G)	....	0 09

DRIED VEGETABLES.—There has been rather a limited amount of business passing this last week, and jobbers are of the opinion that retailers throughout the country are pretty well stocked up in these lines. The prices quoted by us last week still remain, and there is no change looked for.

Beans—		
Hand picked, per bush.	2 40	2 50
3 lb. pickers, per bush.	2 25	2 35
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

CANNED GOODS.

MONTREAL.—The demand for canned fish has dropped off considerably during the week, and, although there is still some movement in all lines, it is the general opinion of many that the retail trade is pretty well stocked up in this line, and are waiting until they see just what the demand will be after Lent.

In the canned fruit and vegetables it is thought that, owing to the limited stocks in some lines, which are being rapidly reduced, a general readjustment of prices will take place. Many lines are firm, and, as the demand is increasing rapidly, it is thought that present stocks are no more than sufficient to take care of requirements until the new stock comes in. It is reported that there is a good stock of tomatoes, but that the majority of other vegetables and fruits will be affected by the anticipated change.

Salmon—		
Fraser River Sockeyes—		
1 lb. talls, dozen	2 25	2 30
1 lb. flats, dozen	2 25	2 45
½ lb. flats, dozen	1 35	1 45
Northern River Sockeyes, dozen, 1's	....	2 10
Red Springs, dozen	1 85	1 90
Cohoes, dozen	1 45	1 50
Pinks, dozen	0 95	1 00
Sardines—		
Domestic, quarters, case	3 50	3 75
French, quarters, case	13 50	15 00
Norwegian, quarters, case	10 00	11 00
Portugese	8 00	12 00

FRUITS.

Apples—Ontario and Quebec—Group A.	Per doz.
3's, Standard	1 07½
3's Preserved	1 50
Gals., Standard	3 02½
Gals., Preserved	4 05
Blueberries—	
2's (Huckleberries) standard	1 50
2's (Huckleberries) preserved	1 80
Gals. (Huckleberries) standard	6 55
2's Black Cherries, pitted H.S.	1 95
2's Black Cherries, not pitted H.S.	1 55
2's Red, Ptd, Cherries, H.S.	1 95
2's Not Ptd., Red Cherries, H.S.	1 55
Gals., Ptd., Cherries	8 55
Gals., Not Ptd., Cherries	8 05
2's Cherries, White, Not Ptd., H.S.	1 55
2's Cherries, White Ptd., H.S.	1 95
2's Black Currants, H.S.	1 95
2's Preserved, Black Currants	2 30
Gals. Black Currants, standard	5 30
Gals. Black Currants, solid pack	8 30
2's Red Currants, H.S.	1 95
2's Red Preserved Currants	2 30
Gal. Red Currants, standard	5 30
Gals. Red Currants, solid pack	8 30
2's Gooseberries, H.S.	1 80
2's Gooseberries, Preserved	2 05
Gals. Gooseberries, standard	7 05
Gals. Gooseberries, solid pack	8 80
Grapes—	
2's, white, Niagara, preserved	1 40
Gals., white, Niagara ,standard	3 30
2's Pineapple, sliced, H.S. White Bahama	1 95
2's Pineapple, grated, H.S. White Bahama	1 50
2's Pineapple, whole, H.S. White Bahama	1 95
3's Pineapple, whole, H.S. White Bahama	2 50
2's Pineapple, sliced	2 02½
Peaches—	
2's white, heavy syrup	1 30
2½'s white, heavy syrup	1 80
3's white, heavy syrup	1 90
1½'s yellow, flats, heavy syrup	1 12½
2's yellow, heavy syrup	1 42½
2½'s yellow, heavy syrup	1 80
3's yellow, heavy syrup	1 90
3's yellow, whole, heavy syrup	1 55
3's pie, not peeled	1 00
3's pie, peeled	1 30
Gals., pie, not peeled	2 77½
Gals., pie, peeled	4 02½
Pie fruits, assorted, gals. (add 5 per cent.)	....
Pears—	
2's Bartlett, heavy syrup	1 55
2½'s Bartlett, heavy syrup	1 80
3's Bartlett, heavy syrup	2 05
2's Flemish beauty, heavy syrup	1 50
2½'s Flemish beauty, heavy syrup	1 75
3's Flemish beauty, heavy syrup	2 00
2's Keiffers, heavy syrup	1 30
2½'s Keiffers, heavy syrup	1 55
3's Keiffers, heavy syrup	1 80
2's light syrup globe	1 12½
3's light syrup, globe	1 40
3's pie, not peeled	1 00
3's pie, peeled	1 30
Gals., pie, not peeled	2 77½
Gals., pie, peeled	4 02½
Plums—	
2's Damson, light syrup	92½
3's, Damson, light syrup	1 30
2's Damson, heavy syrup	1 00
3's Damson, heavy syrup	1 40
Gals., Damson, standard	2 80
2's egg, heavy syrup	1 10
2½'s, egg, heavy syrup	1 40
3's egg, heavy syrup	1 50
2's, green gage, light syrup	1 02½
2's green gage, heavy syrup	1 10
3's green gage, light syrup	1 40
3's, green gage, heavy syrup	1 50
Gals., green gage, standard	3 05
2's, Lombard, light syrup	92½
2½'s, Lombard, light syrup	1 10
2's, Lombard, heavy syrup	1 00
2½'s, Lombard, heavy syrup	1 30
3's, Lombard, heavy syrup	1 40
Gals., Lombard, standard	2 80
2's Rhubarb, preserved	1 55
3's Rhubarb, preserved	2 30
Gals. Rhubarb, standard	3 55
2's Strawberries, H.S.	2 17½
2's Strawberries, preserved	2 32½
Gals. Strawberries, standard	7 55
Gals. Strawberries, solid pack	9 80
Lawtonberries—	
2's Blackberries H.S.	1 95
2's preserved	2 15
Raspberries—	
Gals. standard	7 05
2's black, H.S.	1 95
2's black, preserved	2 15
Gals., black, standard	7 05
Gals., black, solid pack	9 30
2's red, H.S.	1 95
2's red, preserved	2 15
Gals., red, standard	7 30
Gals., red, solid pack	9 30

Group B, 2½ cents less per dozen.

VEGETABLES.

Ontario and Quebec Prices.

	Group A, per doz.
2's Asparagus Tips	2 30
2's Asparagus butts	1 45
2's Beets, sliced, Blood Red, Simcoe	1 00
2's Beets, whole, Blood Red, Simcoe	1 00
2's Beets, whole, Blood Red, Rosebud	1 30
3's Beets, sliced, Blood Red, Simcoe	1 35
3's Beets, whole, Blood Red, Simcoe	1 40
3's Beets, whole, Blood Red, Rosebud	1 55
Beans—	**Group A**
2's, golden wax, midget, Auto brand	1 17½
2's, golden wax	0 87½
3's, golden wax	1 25
Gallon, golden wax	3 55
2's Refugee or Valentine (green)	0 87½

Next Week—Expansion Number.

3's, Refugee (green)	1 25
2's, Refugee, midget, Auto brand	1 17½
Gallons, Refugee	3 55
(Group B is 2½c doz. less in each case.)	
Beans—	
2's Crystal wax	0 97½
2's Lima	1 20
2's Red kidney	1 00
3's Cabbage	1 00
2's Carrots	1 00
3's Carrots	1 30
Cauliflower—	
2's	1 40
3's	1 80
Corn—	
2's	0 95
2's fancy	1 05
Gals., on cob	4 55
Parsnips—	
2's	1 00
3's	1 20
Peas—	
2's Extra Fine Sifted, Grade 1	1 30
2's Sweet Wrinkle, Grade 2	0 90
2's Early June, Grade 3	0 87½
2's Standard, Grade 4	0 85
Gals. Sweet Wrinkle, Grade 2	4 30
Gals. Early June, Grade 3	4 15
Gals. Standards, Grade 4	4 05
Pumpkin—	
2's	0 82½
2½'s	0 75
3's	0 85
Gals.	2 30
Sauer Kraut—	
2½'s, Simcoe	0 95
3's, Simcoe	1 00
Gals. Simcoe	2 80
Spinach—	
2's Table	1 30
3's Table	1 80
Gals. Table	5 32½
Squash—	
3's	1 00
Gals.	2 80
Succotash, 2's	1 00
Tomatoes—	
2's	0 87½
2½'s	0 95
3's	1 00
Gals.	2 92½
Turnips, 3's	1 00

ONTARIO MARKETS.

Toronto, April 8. — Business is still quiet but some wholesalers report an improvement noticeable. Retailers, however, seem to be "sailing pretty close to the wind," and buying is of a hand to mouth nature. "Everybody seems to be very careful about how they buy," said the sales manager of one large house. With regard to collections several men on the street stated that while money could generally be got by collectors, considerable effort had to be exerted at times to get it. On the whole, however, reports were fairly cheerful.

SUGAR.—"There doesn't seem to be any bottom to the sugar market," said one jobber to Canadian Grocer, when speaking of sugar markets. Outside markets are weak and some wholesalers here look for a decline. By all reports Cuban crop is considerably ahead of all estimates. Latest calculations now place world's visible supply at 247,279 tons ahead of what it was one year ago.

Locally buying is small as most of the trade seem to feel that nothing is to be gained by heavy buying with markets in present condition.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 21
20 lb. bags	4 31
10 lb. bags	4 36
2 and 5 lb. cartons	4 51
Second grade granulated, 100-lb. bags	4 11
Nova Scotia refined, 100-lb. bags	4 11
Western Ontario refined, 100-lb. bags	4 11
Extra Ground Sugars—	
Barrels	4 61
50 lb. boxes	4 81
25 lb. boxes	5 01
Powdered Sugars—	
Barrels	4 41
50 lb. boxes	4 61
25 lb. boxes	4 81
Crystal Diamonds—	
Barrels	4 96
100 lb. boxes	4 96
50 lb. boxes	5 06
Paris Lumps—	
100 lb. boxes	4 96
50 lb. boxes	5 06
25 lb. boxes	5 26
Cartons (20 to case)	7 11
Cartons (50 to case)	7 11
Crystal Dominoes, cartons	7 20
Yellow Sugars—	
No. 1	3 81

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—Apricots are very firm at present time and some dealers have advanced standard 25-lb. boxes to 16½ and 18 cents. Dates, too, are firm. Comadre figs are practically unobtainable now. Many jobbers do not understand why peaches do not receive more attention at present when prices are so low. Evaporated apples both old and new are very scarce, and prices are firm. Already a few sales of new stock prunes have been made, but these are only small as fruit will not be ready for delivery for some months yet. Conditions on coast are said to be favorable to growing crop.

Apples, evaporated, new, per lb.	0 10½	0 11
Apples, evaporated, old, per lb.	....	**0 08**
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	**0 18**	**0 18½**
Fancy	**0 22**	**0 24**
Candied Peels—		
Lemon	0 11	0 13
Orange	0 11	0 13
Citron	**0 17**	**0 19**
Currants—		
Filiatras, per lb.	0 06	0 06¾
Amalas, choicest, per lb.	....	**0 07**
Patras, per lb.	....	**0 07½**
Vostizzas, choice	....	**0 09**
Vostizzas, shade dried	0 10¾	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	**0 08**	**0 08½**
Package dates	0 06½	0 09
Hallowees	0 05¾	0 06
Figs—		
3 crown layers	**0 10**	**0 11**
4 crown layers	**0 10½**	**0 11½**
5 crown layers	**0 11½**	**0 12½**
6 crown layers	**0 12½**	**0 13½**
7 crown layers	**0 14**	**0 15**
Fine pulled	....	**0 14**
Natural figs, in bags, lb.	0 05½	0 07
Prunes—		
30-40s, Californias, 25 lb. boxes	....	0 15
40-50s, 25 lb. boxes	**0 12½**	**0 14**
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 08¼	0 08½
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	....	0 08
Choice, 50-lb. boxes	....	0 08½
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 06	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06½	0 07½
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz. packets	0 10¼	0 11
Seedless, 12 oz. packets	0 08½	0 09

SYRUPS AND MOLASSES. — New maple syrup is now on market at about $1.25 a gallon. Some wholesalers think that a large quantity of our maple syrup will go to U.S. this year, and if this happens prices will not be any easier, to say the least. Molasses market is quite weak.

Syrups—	Per case.
2 lb. tins, 2 doz. in case	2 60
5 lb. tins, 1 doz. in case	2 85
10 lb. tins, ½ doz. in case	2 75
20 lb. tins, ¼ doz. in case	2 70
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter barrels, lb.	0 04
Pails, 38½ lbs. each	1 85
Pails, 25 lbs. each	1 35

Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	....	0 26
West Indies, half barrels	....	0 30
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

NUTS. — Prices of most lines keep about the same, although some claim that almonds are a little easier owing to fact that shipping facilities between Taragonna and Montreal are improved. Demand keeps up well.

In shell—	Per lb.	
Almonds, Tarragona, new	0 18	0 18½
Brazils, medium	....	0 15
Brazils, large, washed	....	0 16
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, green, per lb.	0 08¾	0 10½
Peanuts, roasted	0 10	0 13
Pecans	0 17	0 18
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 48	0 50
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 38	0 40

COFFEE.—Prices are unchanged from a week ago. Demand keeps up well and no change is looked for at present.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 17	0 19
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

SPICES.—

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	.....	0 12—0 15
Cinnamon, whole	.....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	.....	0 25—0 35
Cloves, whole	.....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	.....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	.....	0 22—0 25
Ginger, African, ground	.....	....—0 16
Mace	.....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	.....	....—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins	.....	....—0 55
Pastry spice	.....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black, whole	.....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	.....	0 26—0 28
Pickling spice	.....	....—0 15
Turmeric	.....	0 25—0 35

RICE.—

Rangoon, per lb.	0 03¼	0 04
Rangoon, fancy, per lb.	....	0 05
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 06½	0 07½
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 10	0 11½
Sago—		
Brown, per lb.	0 04½	0 05
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	0 05	0 05½
Seed pearl	0 05	0 05½
Flake	....	0 09½

DRIED VEGETABLES.—

Beans—	Per bushel.	
Canadian primes	2 10	2 25
Canadian, extra H. P.	....	2 25
Yellow eyes	3 00	3 25
Brown	....	2 50
Lima	0 07½	0 08
Peas, blue Canadian, per bush.	2 00	2 25
Peas, green, imported, bush.	....	2 40

MANITOBA MARKETS.

Winnipeg, April 8.—Grocers in the West are still buying carefully, and only what they absolutely require. No one dares to speculate. And yet business is coming in surprisingly. The manager of one of the largest grocery stores in Winnipeg was telling the representative of Canadian Grocer that he longed for the time when business conditions would im-

Next Week—Expansion Number.

MARKETS IN BRIEF

MANITOBA MARKETS.

PRODUCE AND PROVISIONS

Little change in butter expected
Eggs to go lower.
Cheese up, but price reasonable.

FISH AND POULTRY—

Biggest fish week of year.
Oyster season nearly over.
Brisk Easter demand for poultry.

FLOUR AND CEREALS—

No change.

FRUIT AND VEGETABLES—

No new fruit in.
Artichokes and shallots on market
Valencias all over.

GENERAL GROCERIES—

Reduction in beans, peas and barley.
Tapioca to advance in a fortnight
Dates cheaper.
Prunes, currants, muscatels up.
Sugar market weak.

prove. It was suggested that the grocery business would feel the depression less than other lines. He retorted that when money was limited people confined themselves to a few straight lines, but that when things were good, they were not afraid to go in for choice stuff, and take one or two delicacies, where formerly they could not take the risk.

A reported meeting of canners held in Toronto during the week has caused wholesalers here to hesitate when quoting on canned lines. The feeling, as expressed by a large manufacturer, is that prices on several lines of canned goods have got to advance, as the jobbers in Winnipeg are selling practically on eastern prices, and cannot duplicate their stocks.

As stated last week, salmon is higher. Last year was the big year, and prices were exceedingly low, caused by the heavy pack and financial conditions. All lines are expected to be higher inside of two weeks. The supply is short. There is always a lean year after a fat year. Sockeyes will be up 60c case; Cohoes, 25c case, and pink salmon, 15c. A packer has stated that the price of blueberries will be 10c a case higher this year. The supply is not equal to demand. Eggs will remain cheap. The market is going to be lowest Winnipeg has ever known.

SUGAR AND SYRUP.—The sugar market is weak, and retailers are buying hand-to-mouth fashion, everybody hanging right on thinking that prices are bound to drop again. Advices received in Winnipeg from New York indicate that sugar may decline again. These conditions are due entirely to exceptionally large available supply. Wholesalers in Winnipeg believe that decline will not take place just now. There has been no change in syrup since last week, when it was strong.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 70
Extra ground or icing	5 20
Powdered	5 00
Lumps, hard	5 65
Montreal, yellow	4 30
Sugar, B.C.—	
Extra standard granulated	4 70
Yellow sugar, No. 1	4 30
Yellow sugar, No. 2	4 15
Yellow sugar, No. 3	4 05
Bar sugar	4 85
Icing sugar	5 05
Powdered sugar	4 85
H. P. lumps	5 55
Sugar packed in barrels 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 70
Barrels, per cwt.	4 65
Halves, 50 lbs., per cwt.	4 70
Bales, 20 lbs., per cwt.	4 75
Powdered, barrels	5 00
Powdered, 50s	5 35
Powdered, 25s	5 65
Icing, barrels	5 30
Icing, 50s	5 56
Icing, 25s	5 70
Icing, pails	5 60
Cut loaf, barrels	5 40
Cut loaf, 50s	5 65
Cut loaf, 25s	5 90
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
B. C. Cane Syrups—	
2 lb. tins, 2 doz. to case, per cs	2 85
5 lb. tins, 1 doz. to case, per cs	3 20
10 lb. tins, ½ doz. to case, per cs	3 00

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	**Per case.**	
Imperial quarts, case 2 doz.		5 20
Imperial ½ gals., 1 doz.		4 75

DRIED FRUITS.—Dates will drop in price almost immediately to 6c for loose and 6¾c for 1-lb. packages. Larger sizes of prunes have advanced all along the line from ¼c to ½c lb. There is an advance in the price of currants of ¼c for 1 and 2-lb. packages. Market is holding firm, New York sales being quoted at higher prices. Tendency for peaches is to remain firm, and prospects of further advance. Price on extra choice is already up. Muscatels are all up, several grades having advanced more than ½c lb. Evaporated apples also reported up. Apricots about prohibitive on account of high price due to high duty.

Apples, evaporated, new, per lb.	0 09	0 09½
Apricots—	**Per lb.**	
Extra choice		0 18½
Choice		0 18
Standard		0 17
Slab		0 15
Currants—		
Dry clean		0 06¾
Washed		0 07½
1 lb. package		0 08
2 lb. package		0 16
Dates—		
Hallowi, loose, per lb.		0 06
Hallowi, 1 lb. pkgs.		0 06¾
Figs, Cooking—		
Choice, bags		0 05¾
Nectarines		0 15
Peaches—		
Standard, 25-lb. boxes		0 07½
Choice, 25-lb. boxes		0 07¾
Extra choice, 25-lb. boxes		0 08¾
Prunes, in 25-lb. boxes—		
90 to 100		0 07½
80 to 90		0 07¾
70 to 80		0 09¾
60 to 70		0 10¾
50 to 60		0 11½
40 to 50		0 13
Raisins, Valencias—		
Valencia selects, 28's		1 82
Valencia selects 14's		0 94
Valencia layers, 28's		1 90
Valencia layers, 14's		0 97
Raisins, Sultanas—		
California		0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown loose, 50s		0 08¾
3 crown, loose, 25s		0 08¾
Choice seeded, lb.		0 09¾
Extra fancy seeded, lb.		0 10

TEAS AND COFFEES.—Tea market is firm. Rio coffee shows upward tendency. All other grades moving practically same; good roasting grades Santos becoming scarce and hard to procure.

Coffee—	Per lb.	
Rio, No. 5, green		0 13½
Rio, roasted	0 15¾	0 16
Santos, green, No. 4	0 14¼	0 14½
Santos, roasted	0 21	0 22
Chicory, per lb.	0 07	0 08
Teas—		
China, blacks, choice	0 15	0 25
India and Ceylon, choice	0 22	0 32
Japans, choice	0 21	0 30

SPICES.—Black pepper a little easier; probably ⅛c; also ginger market. Mace is cheaper; nutmegs firmer in price.

RICE AND TAPIOCA.—Rice market reached about its proper basis, and, 3¼c to 3½ for first-class Siam is correct. Tapioca will advance inside next fortnight ¼c to ½c lb. Stocks are low and new arrivals costing higher.

Rice—		
No. 1 Japan, per lb.		0 05¾
No. 2 Japan, per lb.	0 04¾	0 04¾
Siam, per lb.	0 03¾	0 04
Patna, per lb.	0 05½	0 06½
Carolina, per lb.		0 08
Sago, pearl, per lb.		0 04
Tapioca, pearl, per lb.		0 04½

BEANS.—Market easing off a little, and to-day's quotations are 5c down. Whole peas down 10c, and barley. Reduction on beans due to farmers in Ontario wanting to market crops before break-up in weather; decline probably temporary.

Beans—		
Austrian, hand picked		2 35
3 lb. picker		2 10
Peas—		
Split peas, sack, 98 lbs.		3 40
Whole peas, bushel		2 05
Barley—		
Pot, per sack, 98 lbs.		3 15
Pearl, per sack, 98 lbs.		4 45

NUTS.—All nuts holding steady. Look for advance of ¼c to ½c lb. in peanuts.

In shell—	Per lb.	
Almonds, Tarragona		0 17½
Filberts, Sicily		0 13¾
Peanuts, Jumbos, roasted	0 11½	0 13¾
Peanuts, choice, roasted		0 11
Pecans		0 20½
Walnuts, Grenoble		0 17
Walnuts, Marbot		0 14
Shelled—		
Almonds		0 42
Walnuts		0 37

THE REWARD OF SMILES AND SERVICE.

John Gilpin was a grocer man,
Who lived in Ottaway,
His store and personage were small,
But he smiled the live-long day.

He arose at sunrise, every morn,'
To prepare himself awhile,
And every customer he'd serve
Each one would get the smile.

He remembered all their faces,
Each one he'd call by name;
He satisfied them every time,
And smiled on just the same.

The people grew to like him,
And talked about his store,
Their wagging tongues did more for him
Than the sign above his door.

Years have passed and still he's there,
Smiling the same old way.
But his store is nearly twice the size,
Success is his to-day.

And if you ask him how he won
He will not puff and boast,
But in your ear he whispers this
"To serve best is to profit most."

FRUIT & VEGETABLES

Backward Spring Tends to Quietness in Fruits and Vegetables

If Weather Turns Warm Business Will Probably Be Much Better — Canadian Vegetables Very Scarce — Lemons Firmer at Toronto — Grapes Easier at Montreal.

MONTREAL.

GREEN FRUITS.—The market this last week has been a little backward owing to the continued cold weather. Until this drawback is overcome it is thought that trade will continue quiet. The Easter trade looks to be a failure this year and local dealers are of the opinion that there will be very little doing over the holiday this week. Until we have warmer weather no great change is looked for.

It is hinted that apples will go up in the near future as stocks are quite low and usually at the opening of navigation there is quite a lot of stock shipped from the market. If this year is no exception to previous years it is thought that prices will go up for apples.

Grapes have declined from 50 to 75 cents from last week, while Mexican oranges have also declined 15 cents and are once more back to $2.25. Pineapples, 24 size, have declined 25 cents, while both the 30 and 36 sizes have advanced 25 cents. Strawberries are now quoted at 40 to 50 cents per box. Blood oranges have declined 50 cents. Cocoanuts are now quoted:

Apples—		
Spies, No. 1s, very fine, bbl.	....	7 00
Baldwins, No. 1s	....	6 50
Ben Davis, No. 1s	....	5 50
Ben Davis, No. 2s	....	5 00
Bananas, crate	2 00	2 50
Cape Cod cranberries, bbl.	....	16 00
Almeria grapes—		
Extra fancy heavyweights	....	5 50
Fancy heavyweights	....	5 00
Medium quality, for immediate use	....	4 75
Grapefruit, 54-64-80-96 size, case	....	4 00
Cocoanuts—		
100 size	....	4 75
150 size	....	5 00
Lemons—		
Extra fancy, 300 size	....	3 50
Fancy, 300 size	....	3 00
Oranges—		
Mexicans, 126-150, $2.00; 176-200-216-250.	....	2 25
California navels, 126-150-176-200-216-250..	....	2 85
Blood oranges, 216-250 size, box	....	3 50
Pears—		
California Nellis, box	....	3 50
Pineapples—		
24 size	....	4 75
30 size	....	4 75
36 size	....	4 25
Strawberries, per box	0 40	0 50

VEGETABLES.—This market is governed much the same as the above and the conditions here are the same.

As regards price changes: Owing to the scarcity of stock available there has been an advance in both Florida string and wax beans. Beets, both new and old, have also advanced 25 cents and 50 cents respectively. Brussel sprouts have declined and are now quoted at 18 cents. There is no more California celery to be had but Florida stock remains unchanged. Boston cucumbers have been advanced and are now quoted at $2 and $2.75 according to size. Boston lettuce is on a wider range and is quoted at $2.75 to $3.00 while Canadian hothouse lettuce has advanced 20 cents during the week. Both Spanish and Red Danvers have declined 50 cents from last week. Spinach has dropped $1 per barrel and is now quoted at $3.50.

New cabbage is being offered locally and is quoted at $3.50 per crate.

Asparagus, doz.	3 00	5 00
Beans, wax, crate, Florida	7 50	8 00
Beans, string, crate, Florida	....	7 50
Beets, bag	....	1 50
New beets, crate	....	2 50
Brussels sprouts, quart	....	0 18
Cabbage, bbl.	2 75	3 00
Cabbage, per dozen	....	1 25
Cabbage, new, per crate	....	3 50
Carrots, bag	....	1 50
Cauliflower, crate 2 doz.	....	6 00
Celery, Florida, crate	3 15	3 40
Cucumbers, Boston, dozen	....	1 75
Cucumbers, Boston, dozen	1 75	2 75
Egg plant, crate, 1 dozen	....	3 00
Garlic, per lb.	....	0 10
Lettuce, Boston, box	2 75	3 00
Canadian lettuce	....	1 60
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per crate, 150 lbs.	4 50	5 00
Spanish, half case	....	3 00
Red Danvers, 100 lb. bag	....	4 50
Shalottes, per dozen bunches	....	0 75
Parsnips, bag	....	1 50
Parsley, American, per doz., bunches	....	0 75
Parsley, Canadian, per doz. bunches	....	0 35
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Bermuda, barrel	7 00	8 00
Green Mountains and Quebec, bag	....	1 00
Potatoes, sweet, Jersey, hpr.	....	2 00
Radishes, per doz. bunches	0 50	0 60
Rhubarb, dozen	....	1 00
Spinach, C.H., barrel	....	3 50
Turnips, Quebec, bag	0 75	1 00
Tomatoes, Florida, crate	4 50	5 50
Young onions, dozen	....	0 30

TORONTO.

GREEN FRUITS.—Lemons are a little higher this week and are quoted at $3.00-$3.75 instead of $2.75-$3.50. Large lemons are hard to get and it is probable that prices will be firmer right along now. Florida oranges are a shade firmer, some selling at $3.25 a box. Grapefruit and pineapples tend to be a little easier and strawberries fluctuate pretty much as receipts are large or small.

Apples—		
Spies, hand-picked, barrel	5 00	7 00
Other varieties, winter apples, No. 1s	4 50	5 25
Local, bbl.	2 00	4 00
Other varieties, winter apples, No. 2s	3 50	4 00

IMPORTED.

Apples, Jonathans, case, fancy, extra	2 50	3 00
Spitzenbergs, per box	2 75	3 00
Roman Beauties, box	2 50	3 00
Bananas, per bunch	1 50	2 00
Grapefruit, Florida, case	4 00	4 50
Grapefruit, Cuban, case	2 50	4 00
Grapes, hot house, lb.	0 75	0 90
Oranges—		
California navels	2 75	3 25
Floridas, best grades	3 00	3 25
Messinas	....	3 00
Sevilles	....	3 00
Lemons, Messina, 300's, new	3 00	3 75
Pineapples, Floridas	4 00	4 50
Pineapples, Cuba, case	4 00	4 25
Strawberries, per quart	0 35	0 45

VEGETABLES.—Easier feeling in Florida tomtatoes is chief feature of market this week, some of the reasons given, being that quality might be better and that cool weather is against their sale. Potatoes tend to be easier. Other Canadian vegetables are now exceedingly scarce. Backward spring is rather retarding both fruit and vegetable business.

Asparagus, Cal., large bunch	0 50	0 60
Beets, Canadian, per bag	....	1 75
Cabbage, Ont., bbl.	2 50	2 75
Cabbage, new, Southern, bbl.	....	3 25
Carrots, Canadian, bag	....	1 75
Cauliflower, Cal., **per crate** 2 doz.	3 50	4 50
Cucumbers, doz.	2 00	2 75
Celery, Florida, case	3 25	3 50
Egg plants, per doz.	2 75	3 00
Mushrooms, per lb.	0 60	0 75
Spanish, crate	4 75	5 00
Large cooking, bag 100 lbs.	4 50	5 00
Green, doz., Canadian, 20-30c; U.S.	0 40	0 60
Parsnips	1 25	1 75
Green peppers, basket	0 75	1 00
Potatoes, New Brunswick, per bag	1 00	1 10
Potatoes, Ontario	0 90	1 00
Sweet potatoes, kiln dried, hamper	1 10	1 40
Potatoes, new, Bermuda, per bbl.	9 00	11 00
Parsley, doz. bunches, Can., 25c; U.S.	....	1 00
Rhubarb, per dozen	1 00	1 25
Tomatoes, Florida, per case	3 75	4 00
Turnips, bag	....	0 50
Radishes, Can., per doz.	0 50	1 00

R.M.A. AT NIAGARA-ON-LAKE.

The Retail Merchants' Association of Canada recently completed a canvass of the merchants of Niagara-on-the-Lake, Ontario, when the following members were secured: Wm. McClelland & Co., general merchants; Harrison & Millar, lumbermen; E. P. Healey, boots and shoes; Wm. McKenzie, plumber and hardware; William Ryan, grocer; James Connolly, fancy goods; Richard Allen, grocer; W. J. Campbell, drugs; Veron Davey, grocer and butcher; J. F. Schmidt, butcher; James Macphee, baker and confectioner.

A young man walking through a foreign quarter stopped with an amused smile in front of a small eating place, the window of which had a sign, "Lam Stew." The proprietor, from his doorway, asked what the joke was, and the young fellow explained about the missing "b" in "lamb." The next day he found that while the bill of fare had changed, the spelling lesson had not been forgotten. The proprietor was now offering "Clamb Chowder."—Everybody's Magazine.

FLOUR and CEREALS

Government Does Not Disturb Duties on Wheat and Flour

Matter Dealt With When Budget Was Brought Down Monday — Flour Trade Quiet — Cereal Markets a Little Slacker—Mill Feeds Maintain Strength.

MONTREAL.

FLOUR.—There is still a firm feeling in this market although the business has slackened up a bit from last week. It is the opinion of the local millers that a couple of weeks will see quite a drop in the present business too. Prices remain unchanged from one week ago. As long as the demand for mill feeds keeps up there will be good business in this market, but as soon as the latter breaks at all this market will feel it greatly. It is the opinion of many that retailers throughout the country are pretty well stocked up.

	Small lots, in bags, per bbl.	
Manitoba Wheat Flour—		
First patents	....	5 60
Second patents	....	5 10
Strong bakers'	....	4 90
Flour in cotton sacks, 10 cents per barrel more.		

	Car lots.	Small lots.
Winter Wheat Flour—		
Fancy patents	4 60	5 00
90 per cent.	4 50	4 50
Straight roller	4 10	4 30
Blended flour	4 60	4 80

CEREALS.—The business here is slackening up a bit too and local millers are of the opinion that the warmer the weather gets, the more the demand for these lines will fall away. There has been no change in the prices and it can be said that the demand at present is seasonable.

	Per 98-lb. sack	
Cornmeal—		
Kiln dried	....	2 10
Softer grades	....	1 95
Rolled Oats—	90's in jute	
Small lots	....	2 22½
25 bags or more	....	2 12½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled wheat—	100-lb. bbls.	
Small lots	....	2 85
Hominy, per 96-lb. sack	2 40	2 75

MILL FEEDS.—The demand still keeps up for all kinds of feed and as stated for the past few weeks, millers are pretty well sold ahead. There is a continued demand for foreign buyers, but this cannot be met as the domestic business will keep the millers busy. There has been no change in the quotations of one week ago.

Mill Feeds—	Car lots, per ton	
Bran	....	23 00
Shorts	....	25 00
Middlings	....	28 00
Wheat moulee	....	28 00
Feed flour	....	33 00
Crushed oats, ton	....	29 00
Oat chop, ton	....	29 00
Mixed chop, ton	....	29 00
Barley chop, ton	....	29 00

TORONTO.

FLOUR.—Prices are quite firm, although many millers report business to be very poor. On the other hand, a few report fair domestic business to be passing. The opinion is held quite widely that present domestic demand for flour depends very much on demand for mill feeds, and that when demand for mill feeds slackens flour business will be in bad shape.

The question of free wheat was settled for this year on Monday when the Government budget stated that duties on wheat and flour would not be disturbed.

	Small lots, per bbl.	Car lots, per bbl.
Manitoba Wheat Flour—		
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80
Flour in cotton sacks, 10c per bbl. more.		

	Small lots,	Car lots,
Winter Wheat Flour—	per bbl.	per bbl.
Fancy patents	5 55	4 95
90 per cent.	5 05	4 55
Straight roller	4 95	4 75
Blended flour	4 80	4 85

CEREALS.—Some report business to have been slightly slacker during past ten days; it is expected, however, that this condition is only temporary. There is a strong feeling in corn and wheat products, also in rolled oats, owing, as has been previously stated, to strength in the grain markets.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Barley, pot, 98 lbs.	2 75	3 00
Buckwheat flour, 98 lbs.	3 75	4 75
Buckwheat grits, 98 lbs.	4 50	4 75
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 15	2 30
Graham flour, 98 lbs.	....	2 70
Hominy, granulated, 98 lbs.	2 40	2 50
Hominy, pearl, 98 lbs.	....	2 50
Oatmeal, standard, 98 lbs.	2 47½	2 60
Oatmeal, granulated, 98 lbs.	2 47½	2 60
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 25	3 65
Rolled oats, 90-lb. bags	2 25	2 37½
Rolled wheat, 100-lb. bbl.	3 00	3 25
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 85

MILL FEEDS.—Continued cold weather has only added greater stimulation to demand for mill feeds. One miller stated to The Grocer that he did not know of any mill which would sell a straight car lot of mill feed to one buyer. No relief can be expected for some weeks yet.

Mill Feeds—	Car lots, per ton.	
Bran	23 00	26 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

FLOUR AND CEREALS.—Little to be said, as it is just between seasons. After seeding is over, and the roads are better, the farmers will be able to get into town, and more wheat will be moving. The whole milling business is very quiet just now. Rolled oats are very active.

	Per	bbl.
Manitoba Wheat Flour—		
First patents	....	5 30
Second patents	....	4 70
Strong bakers'	3 90	4 00
Cereals—		
Rolled oats, per 80 lbs.	1 75	1 80
Oatmeal, fine, standard and gran'd, 98 lbs.	....	2 25

SASKATCHEWAN MARKETS.

By Wire.

Regina, April 9.—Sugar market is still easy. Quantities of rice are being contracted at about $3.90 per cwt. Sockeye salmon is being generally advanced about 50 cents per case. Staples all steady this week. Evaporated apples are up 1 and 1¼ cents.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 30
Butter, dairy, No. 1, 20c; No. 2	....	0 15
Cheese, per lb.	....	0 17½
Eggs, fresh, per doz.	....	0 18
Lard, 3's, per case	....	7 75
Lard, 5's, per case	....	7 67
Lard, 10's, per case	....	7 60
Lard, 20's, each	....	2 75
Dried Fruits—		
Apricots, choice	....	0 17¾
Currants, gulf cleaned	....	0 08¾
Figs, natural 6's	....	0 08¾
Evaporated apples, per lb.	0 11	0 11½
Dried peaches, 25s	....	0 08
Dried peaches, choice, 25s	....	0 09¼
Prunes, 70-80, 25s	....	0 10¾
Raisins, muscatels, 50s	....	0 08½
Raisins, muscatels, 25s	....	0 08¾
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 08¼
Green Fruits and Vegetables—		
Apples, Wash., box	2 00	2 50
Apples, B.C., box	2 25	2 50
Celery, Cal., doz.	....	1 25
Grape fruit, Florida	....	4 00
Lemons, Messina	....	5 50
Lemons, California	....	5 00
Oranges, navel	3 00	3 50
Onions, Val.	....	7 25
Tomatoes, Cal., case	....	2 50
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts	....	0 19
General—		
Potatoes, per bushel	....	1 00
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	....	2 65
Coffee, whole, roasted, Rio	....	0 17
Rice, per cwt.	....	3 90
Sugar, standard, gran., per wt.	....	5 07
Sugar, yellow, per cwt.	....	4 67
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	7 35	7 60
Salmon Sockeye, 4 doz. case, 1s	....	8 00
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; hump back 1's	....	3 60

TRADE NOTES.

Libby, McNeill & Libby have moved their Ontario branch offices and warehouse from Toronto to Guelph.

A. E. Andre, of the Thos. Lipton Co., Toronto, who has been in the West, has returned.

AGENCIES WANTED

AGENCIES WANTED—HAVING FIFTEEN years' experience in the flour, grain and grocery line as commercial traveller for the same firm, I desire to start a commission business on my own account in the city and district of Quebec. I am open to take agencies from millers, manufacturers, etc. Only serious propositions will be considered. Address, Quebec Agency, 553 St. John Street, Quebec. (42414)

Next Week—Expansion Number.

FISH AND OYSTERS

Holiday Week Expected to Stimulate the Fish Markets

Shipments from Portland and Boston Received at Montreal—Lobsters Very Scarce at Halifax —Good Business at St. John.

MONTREAL.

FISH.—Fairly good trade is expected this week on account of three fast days and also due to Jewish holidays. The demand will be mostly for fresh and fresh cured fish. A couple of cars of fresh halibut from the Pacific Coast are expected to arrive the middle of the week. A good many frozen halibut and salmon are yet offering at very low prices but this week's business ought to clean up pretty well. Fresh haddock and codfish are not coming in large quantities and are selling at big prices. A good many shipments were received from Portland and Boston this week. Fresh river fish such as doree, pike and perch will be in good demand this week and next to supply Passover trade. It will be close season for doree from 15th April till 15th of May. The demand is nearly nil in pickled and salt fish lines. Oysters in bulk and shell are dwindling and after this week trade will be insignificant. There is a good demand for lobsters, scallops and clams and the supplies are a lot easier. From April 1st to July 1st is the close season for smelts and they are now off the market.

TORONTO.

FISH and OYSTERS.—Different reports are heard on this market, some dealers saying that business is good, others say that it is slackening off considerably. Prices tend to be easy and there is lots of fish offering. Haddies, steel head salmon and whitefish are quoted lower this week.

MONTREAL.

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	...	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.08-.09	.09
Haddies, fillets, per lb.	.12	.12-.13
Haddies, Niobe boneless, per lb.	.10	.10
St. John's bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.10	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.00	1.15
Kippered herrings, selected, 60 in box	1.10	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Imported Scotch kippered herrings, box 40	....	1.75
Smoked salmon, per lb.	.22	.23
Ciscoe herrings, a basket 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	.15-.16	.12
Salmon—Gaspe, medium and small, per lb.	.14-.15	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.07-.11
Salmon, red—Cohoes or silvers, per lb.	.08½-.09	.07-.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	....
Mackerel, bloater, per lb.	.07-.08	.09
Herrings, medium, 50 lb., per 100 count	....	2.50
Herrings, large, 85 lb. per 100 count	....	2.75
Haddock, medium and large, per lb.	.05½-.06	.05-.07
Market codfish, per lb.	.05-.05½	.05-.08
Steak codfish, per lb.	.06½-.07	.09
Pollock, per lb.	.04½-.05	.04½
Smelts, extras, 10, 20, 25, per lb.	...	.15
Smelts, medium to large, per lb.	...	...
Smelts, small, per lb.	...	.08
Flounders, per lb.	.06	.09
Canadian soles, per lb.	.08	....
Blue fish, per lb.	.16-.17	.10-.14
Striped Sea Bass, large, per lb.	.17-18	....
Striped sea bass, small, per lb.	.10-.11	....
Sea trout, per lb.	.10-.11	.07¼-.07½
Shad	.10	....

LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tullibees, per lb.	.06½-.07	.06½
Lake Trout, large and medium, per lb.	.11-.12	.12
Dore, dressed or round, per lb.	.09-.10	.09-.10
Pike, dressed and headless, per lb.	.06½-.07	.06
Pike, round	.06½-.06	....
Eels, per lb.	.10	.10
Pike, round, per lb.	.06-.06½	.06
Eels, per lb.	.10	.10
Perch, per lb.	.09-.09	....
Carp	.12	....

PICKLED FISH.

Salmon, Labrador tierces 300 lb.	21.00	....
Salmon, Labrador bbls. 200 lb.	15.00	....
Salmon, Labrador, half bbls. 100 lbs.	8.00	....
Salmon, B.C., bbls.	14.00	14.00
Sea trout, Baffin's Bay, bbls. 200 lb.	12.00	....
Sea trout, Labrador, bbls. 200 lb.	11.50	....
Sea trout, Labrador, half bbls. 200 lb.	6.75	....
Mackerel, N.S., bbls. 200 lb.	12.00	....
Mackerel, N.S., half bbls. 100 lb.	6.25	....
Mackerel, N.S., pails 20 lb.	1.50	1.75
Herrings, Labrador, bbls.	6.50	6.50
Herrings, Labrador, half bbls.	3.50	3.50
Herrings, Nova Scotia, bbls.	6.00	....
Herrings, Nova Scotia, half bbls.	3.25	....
Lake trout, half bbls.	....	8.00
Quebec sardines, bbls.	6.00	....
Quebec sardines, half bbls.	3.50	....
Turbot, bbls.	15.00	....
Tongues and sounds, per lb.	.10	....
Scotch herrings, imported, half bbls.	8.00	....
Scotch herrings, imported, kegs	1.25	1.25
Holland herrings, imported milkers, hf bbls.	6.50	....
Holland herrings, imported milkers, kegs.	.75	1.00
Holland herrings, mixed half bbls.	6.00	....

SALT FISH.

No. 1 green cod, large, bbls.	11.00	....
No. 1 green cod, medium, bbl.	10.00	....
No. 1 green cod, small, bbl.	8.50	....
No. 1 green cod, haddock, medium, bbl.	8.50	....
No. 1 green cod, haddock, small, bbl.	7.50	....
No. 1 green cod, pollock, medium, bbl.	7.50	....
No. 1 green cod, hake, medium, bbl.	8.50	....
No. 1 Quebec eels, large, per lb.	.08	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7.50	7.50
Dried hake, medium and large, 100 lb.	7.00	....
Dried pollock, medium and large, 100 lb.	7.00	....
Dressed or skinless codfish, 100-lb. case	7.00	7.00
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	.07½	.08
Boneless Codfish, 2-lb. blocks, 20-lb. boxes, per lb.	.07	.07
Boneless codfish, strips, 30-lb. boxes	.10	.10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1.80	1.80
Boneless codfish, in 2-lb. and 3-lb. boxes	.15	.15

BULK OYSTERS, CLAMS, ETC.

Standards, imp. gallon	1.40	1.50
Solid meats, imp. gallon	1.70	1.75
Selects, best, imp. gallon	1.80	1.90
Selects, solid meats, imp. gallon	2.00	2.00
Best clams, imp. gallon	2.50	....
Best scollops, imp. gallon	2.50	....
Best prawns, imp. gallon	2.00	....
Best shrimps, imp. gallon	2.25	....
Sealed best standards, quart cans, each	.35	....
Sealed best select, quart cans, etch	.45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH—CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8.50	....
Malpeque shell oysters, selected C.C.I., per bbl.	12.00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10.00	....
Malpeque, shell oysters, selected XXX, per bbl.	9.00	....
Malpeque, shell oysters ordinary, per bbl.	8.00	....
Malpeque, shell oysters, caraquets, per bbl.	5.00	....
Clams, per bbl.	9.00	....
Mussels, per bbl.	6.00	....
Live lobsters, medium and large, per lb.	.28	.50
Boiled lobsters, medium and large, per lb.	.30	....
Scotch herrings, mixed kegs	.65	.65

HALIFAX, N.S.

FISH.—There was a better supply of fresh fish on the local market during the week. While catches were not large, sufficient stock was landed to meet the local requirements. This consisted of cod and haddock. Smelts are about over for the season. There is a small quantity of halibut offering, but lobsters cannot be obtained at any price. All dealers report a good inquiry for lobsters. Salt mackerel and smoked haddock are selling freely.

ST. JOHN, N.B.

FISH.—While in the city this week on his way to Montreal, a fish merchant of Halifax, and a member of the Fisheries Advisory board, expressed the view that fishing operations would be carried on on a larger scale than usual and there would be little prospect of prices falling off.

The fish business in St. John during the weeks of Lent has been most encouraging though dealers have been heard to complain as to the lack of supply. Prices have been well maintained but the demand has been unusually great. British Columbia salmon has found its way to St. John and strange to say has been one of the cheapest commodities on the market, some dealers having sold as low as 11 cents a pound.

WINNIPEG.

FISH AND POULTRY. — Business good last week. Weather cold, and frozen stocks moved freely. Next week has three fast days—Wednesday, Friday and Saturday—and is biggest fish week of year. Will be small shipments of fresh trout, halibut, and salmon for Good Friday, but bulk of fish sold will be frozen stock caught during winter season, which, when thawed out, looks like fresh caught fish. Demand for oysters been good. Season over next week. Indications are that for Easter consumption there will be brisk demand for all kinds of poultry. Good stock still bringing fair prices.

Fish—		
Fresh whitefish, per lb.	....	0 08½
Halibut	....	0 08
Salmon	....	0 10
Smelts	....	0 10
Herring	....	0 06
Lake trout	....	0 12
Cod fish	....	0 10
Cured Fish—		
Smoked goldeyes, per doz.	....	0 50
Finnan haddies	....	0 08
Holland herring, keg	....	0 08
Labrador herring, ½ bbl.	....	4 25
Oysters—		
Per gallon	....	2 75
Large tins, 4 1-5 gals.	....	10 50
Poultry, Live—		
Fowls	....	0 12
Chickens	....	0 12
Turkeys	....	0 15
Ducks	....	0 12
Geese	....	0 12
Poultry, Dressed, Fancy No. 1—		
Fowls	....	0 18
Chickens	....	0 22
Turkeys	....	0 28
Ducks	....	0 21½
Ducklings	....	0 25

Next Week—Expansion Number.

PRODUCE & PROVISIONS

New Cheese Is Already Being Received by Produce Men

Shipments of Fresh-Made Butter Continue to Come Forward Freely — Good Demand for Eggs — Many Go Into Consumption — Honey Unchanged.

MONTREAL.

PROVISION.—Although there is an increase in present trade looked for from now until the end of the week the business passing at the present time is still quite quiet, and prices remain unchanged. Lard is still weak, and, although there has been no changes made, business might be stimulated a little if there was a further decline. The condition of the pork market is none too good and local dealers claim that this has had its effect on lard. There has been no change in hogs and the prices quoted last week still stand.

Hams—	Per lb.	
Medium, per lb.	....	**0 18½**
Large, per lb.	**0 18**	**0 18**
Backs—		
Plain, bone in	....	**0 23**
Light, per lb.	....	**0 19**
Boneless	....	**0 26**
Peameal	....	**0 26**
Bacon—		
Breakfast	**0 19**	**0 21**
Roll	....	**0 17**
Shoulders, bone in	....	**0 15**
Shoulders, boneless	....	**0 16½**
Cooked Meats—		
Hams, boiled, per lb.	....	**0 27**
Hams, roast, per lb.	**0 29**	**0 30**
Shoulders, boiled	....	**0 26**
Shoulders, roasted	....	**0 27**
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	**0 15½**
Long clear bacon, 80-100 lbs.	....	**0 14½**
Flanks, bone in, not smoked	....	**0 15½**
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	**29 00**
Heavy short cut clear	....	**29 00**
Clear fat pork	....	**28 00**
Clear pork	....	**27 00**
Lard, Pure—	Per lb.	
Tierces, 375 lbs. net	....	**0 14**
Tubs, 50 lbs. net	....	**0 14¼**
Boxes, 50 lbs. net	....	**0 14¼**
Pails, wood, 20 lbs. net	....	**0 14½**
Pails, tin, 20 lbs. gross	....	**0 14½**
Cases, 10-lb. tins, 60 in case	....	**0 15**
Cases, 3 and 5-lb tins, 60 in case	....	**0 15**
Bricks, 1 lb. each	....	**0 15½**
Lard, Compound—		
Tierces, 375 lbs., net	....	**0 10½**
Tubs, 50 lbs., net	....	**0 10¾**
Boxes, 50 lbs., net	....	**0 10¾**
Pails, wood, 20 lbs., net	....	**0 11**
Pails, tin, 20 lbs., gross	....	**0 11**
Cases, 10-lb. tins, 60 in case	....	**0 11¾**
Cases, 3 and 5-lb. tins, 60 incase	....	**0 11¾**
Bricks, 1 lb. each	....	**0 12¼**
Hogs—	Per cwt.	
Dressed, abattoir killed	**13 50**	**13 75**
Dressed, country	**12 75**	**13 00**

BUTTER.—There is still a quantity of butter being received locally and the outstanding feature of the market is the increase in receipts over the same period of one year ago. Each week brings forth an increase and if this keeps up for long together with the fact that the Middle West has started to make their own butter, and not draw on the East for it, there is bound to be cheaper butter in the future. At present though the new make is selling at 31 cents and is being snapped up at that figure as the demand from the consumer is leaning toward the fresh flavored goods, even though they might be a little stably. Fall stock is selling at 29 cents, while the dairy remains unchanged at 24 to 26 cents.

Butter—		
Finest creamery, new milk	....	0 31
Finest creamery, fall make	....	0 29
Dairy butter	0 24	0 26

EGGS.—There is still large quantities of eggs being received and the result has been a further decline of one cent per dozen. New laids are now being quoted at 23 cents. It is said that the Chinese eggs which have been quoted locally are now practically off the market. There are a few though which are still quoted at 20 cents per dozen. It is said that there are a good many more eggs going into consumption now than ever before as the high cost of fresh meat is not meeting with much favor from many people.

Although last week established a record so far as receipts were concerned, this fact did not weaken the market at all as produce merchants are beginning to put their stocks away for future requirements. It is said that there were 17,698 cases received here last week, which is just double the receipts for the same period of one year ago.

Eggs, case lots—	Per dozen.	
New laids	....	0 23
Splits	....	0 21
Chinese	....	0 20

CHEESE.—There is little or no change in local market this week as both the demand and the quotations remain unchanged from one week ago. There is, however, a better feeling as regards new make and the receipts of fodder during the past week were a little heavier than the previous week. This will certainly stimulate the present interest and from now on it is expected that more attention will be given this market.

Cheese—		
Old specials, per lb.	0 17	0 18
September and October	0 15½	0 16
November, per lb.	0 15½	0 16
Stilton	....	0 18

HONEY.—The market continues quite weak and there is very little doing. What business there is at present consists of small lots and these are not very heavy.

It is not thought that there will be any change in this market. Quotations remain unchanged.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12¼	0 10
Tins, 5 and 10 lbs.	0 12¾	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY.—Local dealers find that they cannot get the necessary supplies locally in order to fill the requirements and have been drawing on the Chicago market lately for their stocks. The demand is greater than the supply and the market is quite firm at present figures. The present demand is thought to be only half what it will be after the Lenten season is over.

POULTRY.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	....—....	....—0 25
Ducks, milk fed	0 15—0 18	0 18—0 19
Fowl	0 18—0 20	0 17—0 19
Geese	.....	0 15—0 16
Turkeys, spring	.....	....—0 23
Turkeys, old Tom	.....	0 14—0 16
Milk fed chickens, lb.	.....	....—0 25
Milk fed broilers, lb.	.....	....—0 30

TORONTO.

PROVISIONS. — Prices have ruled steady during the week, although with some houses lard tends to be a little easier. It is felt, however, by some that as country roads are just at the bad season now and transportation is difficult hog prices will be firmer. After Easter holidays, too, demand for all pork products will likely be larger.

Hams—		
Light, per lb.	0 18	0 20
Medium, per lb.	0 17½	0 19
Large, per lb.	0 16	0 18½
Backs—		
Backs, per lb.	0 22	0 24
Boneless, per lb.	0 24	0 26
Pea meal, per lb.	0 23	0 25
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 15	0 17
Shoulders, per lb.	**0 14**	**0 14¾**
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 15
Long clear bacon, heavy	0 13½	0 14½
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 28
Hams, roast, per lb.	0 25½	0 28
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	....	**0 22**
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	27 00
Short cut, per bbl.	27 50	28 50
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13	0 14½
Tubs, 60 lbs., per lb.	0 13¼	0 14¾
Pails, 20 lbs., per lb.	0 14¼	0 15
Tins, 3 and 5 lbs., per lb.	0 13¾	0 15½
Bricks, 1 lb., per lb.	0 14¼	0 16
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¾	0 10¾
Tubs, 50 lbs., per lb.	0 10	0 11
Pails, 20 lbs., per lb.	0 10¼	0 11½
Hogs—		
F.O.B., live, per cwt.	8 95	9 15
Live, fed and watered, per cwt.	9 55	9 65
Dressed, per cwt.	12 50	13 75

BUTTER.—Easy tone in market reported last week continues although with most houses no change in quotations has taken place. Make of fresh butter is large and storage stocks are sufficient to keep prices down. At the Monday meeting of the Toronto Produce Exchange 2,000 lbs. of fresh creamery prints were offered at 28½ cents, 28 cents was bid and the offering was not sold.

Butter—		
Creamery prints, fresh made	0 30	0 33
Creamery prints, storage	0 28	0 30
Creamery solids, storage	0 27	0 28
Dairy prints, choice	0 25	0 28
Dairy, solids	0 21	0 27
Separator prints	0 26	0 28

EGGS.—Market has a slightly firmer tone this week owing to heavy demands for Easter trade. The occurrence of the Jewish holidays just at this time also further strengthens the market. It is

expected, however, that prices will be easier once the holiday season is past. At the meeting of the Produce Exchange on Monday no eggs were offered for sale.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	....	0 24
Strictly new laid	....	0 22
Splits	0 18	0 20

CHEESE.—Firm tone in cheese well maintained. One dealer stated that cheese was higher now than it had been for about eighteen months.

Offerings at the Produce Exchange on Monday were as follows: 50 Sept., large col., 15⅛ cents, not sold; 25 Sept. twins, col., 15¼ cents, sold; 50 large Sept. white, 14⅞ cents, not sold; 25 Sept. twins, white, 14⅞ cents, not sold; 50 Sept. Stiltons colored, 15½ cents, not sold; 30 new twins, colored, 15 cents, not sold; 20 new triplets, 15¼ cents, not sold. The new cheese offered so far is said to have a fodder flavor about it.

Cheese—		
Old, large	0 16	0 16½
Old, twins	0 16¼	0 16½
New, large	0 15¾	0 16
New, twins	0 16	0 16¼

POULTRY.—Approach of Jewish holidays has increased the demand for poultry somewhat particularly for live poultry. Nearness of Easter holidays has also stimulated demand. Prices with most, however, remain unchanged.

Fresh Stock—	Live.	Dressed.
Fowl	0 16	0 18
Chickens, lb.	0 18	0 22
Geese	0 14	0 16
Turkeys, spring	0 17	0 22
Turkeys, old Tom	0 15	0 17

HONEY.—Market is still quiet and demand is slow, although some are asking slightly higher prices. New maple syrup, however, which is now on the market will probably lessen what demand there is for honey.

Clover, bbls., per lb.	0 08	0 08½
60 30-lb. tins, per lb.	0 08½	0 09
10, 5-lb. tins, per lb.	0 09½	0 10
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	2 00	2 25

WINNIPEG.

PROVISIONS.—This market remains the same as it was a week ago. Prices are unchanged.

Cured Meats—		
Hams, per lb.	....	0 19½
Shoulders, per lb.	....	0 12½
Bacon, per lb.	....	0 25½
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 12½
50 lb. tubs	....	6 37
20 lb. pails	....	2 63
3 lb. tins, cases	....	8 10
5 lb. tins, cases	....	8 02

BUTTER. — Market remains firm. Finest Eastern Townships unchanged. Some No. 2 storage stock offered. Manitoba creamery receipts not so large, and little change is looked for in butter market.

Butter—		
Creamery, Manitoba	....	0 29
Creamery, Townships	0 32½	0 33
Dairy	0 19	0 24
Cooking	0 15	0 16

EGGS.—Egg market stiffened a little during week. Selected Manitoba stock sold as high as 21c. Receipts about equal to last week. Increased receipts looked for now on, which will have tendency to considerably lower prevailing prices. Do not look for higher prices, and indications point to lowest market Winnipeg has ever seen.

Eggs—		
Extra first	....	0 19
Checks	....	0 14
Extras in cartons	....	0 23

CHEESE.—Market is up ¼c, and is selling freely in spite of it. Wise dealers buying cheese requirements for couple of months. Cheap stock is moving freely.

Cheese—	
Large	0 16¾
Twins	0 17¼

WINNIPEG.

GREEN FRUIT.—Nothing new is coming in, and there is little to say about the market.

VEGETABLES.—Receipts Southern vegetables fairly heavy; prices quoted moderate. Supplies being received from Florida, California, and Texas in straight cars. Florida celery selling $3.75 to $4; California, $6. Florida tomatoes, $5; hothouse cucumber, $2.75. Sweet potatoes, per hamper, $2.25; new potatoes, per hamper, $3.50; California green asparagus, per crate, $7; artichokes, per doz., $1.75; shallots, per doz. 80c; new carrots, new beets, per doz. bunches, $1; head lettuce, California, per crate, $4.50; Southern red onions, per bag, $5. Valencias all over. Texas spinach, per bushel, $2.50.

Onions—	
Southern red onions, bag	5 00
Parsnips, per cwt.	2 50
Parsley, per doz. bunches	0 60
New potatoes, per hamper	3 50
Potatoes, car lots	0 70
Potatoes, sweet, per hamper	2 25
Tomatoes, Florida, per crate, 6 bkts.	5 00
Rhubarb, hothouse, per lb.	0 12½
Shallots, per doz.	0 80
Spinach, Texas, bushel	2 50

GALT GROCERS IN R.M.A.

At a well-attended meeting of the grocers of Galt, which was held at the Imperial Hotel on Monday, Apr. 6th, a section of the Galt Branch was formed and several important matters were dealt with. N. C. Cameron, of Peterborough, was present, representing the parent Association and a resolution was unanimously brought down to have him prosecute several persons who now come under the Transient Traders' Act. The first case is to come up on Tuesday in the police court.

The matter of dealing with wholesalers and others who are supplying co-operative societies was dealt with at length and a satisfactory solution was arrived at. Strong expressions of opinion were given in favor of the collecting and credit department of the head office of the Association, after which the following officers were elected:

Chairman, J. H. Laird; 1st vice, H. Walker; 2nd vice, John Sloan; treasurer, Wm. Hall; secretary, H. McAuley. Finance Committee, J. B. Elliott, E. M. Spring, Q. A. Wright.

Competition vs. Opposition

J. D. Hay, manager of the grocery store of Dixi H. Ross & Co., Victoria, B.C., sends to Canadian Grocer the following version of the difference between Competition and Opposition which contains some valuable thoughts. Every dealer should read it:—

COMPETITION is the life of trade and the merchant or man who promotes a healthy rivalry and honorable competition will find it so.

OPPOSITION is rank poison to legitimate business. The merchant or man who wastes his time clubbing his neighbors and digging pit-falls for them will find it so; he will eventually fall into his own pit.

COMPETITION and OPPOSITION are easily confounded.

COMPETITION is an honest man's means, but OPPOSITION is a two-edged sword, likely to draw blood on the reckless handler.

COMPETITION be it ever so sharp, is tempered with fair play.

OPPOSITION arouses passion, puts a premium on trickery and degrades business.

COMPETITION brings improvement and activity.

OPPOSITION suggests any scheme to injure an opponent.

COMPETITION makes friends.

OPPOSITION destroys friendship and makes enemies.

COMPETITION nourishes profits.

OPPOSITION kills profits.

COMPETITION means friendly rivalry with honor and mutual success.

OPPOSITION means unfriendly strife and hostility without success to either party.

Last, but not least, the benefits of **competition** are world-wide and the evils of **opposition** are just as widely distributed.

Don't stop your customers from paying their accounts.

That's what you are doing by the old-fashioned, time-consuming book and ledger method. How often has it happened in your particular business that the statement wasn't ready when the customer wanted to pay? Every time it did you were just that much out. The customer spent the money elsewhere and you had to wait a few weeks, perhaps months longer.

With a **McCaskey Account Register** this loss would have been prevented. It puts an end to useless copying, transferring, etc. The charge is only written once—at the time of purchase. The customer always has the statement in full and is not hindered from paying by delay on your part. A **McCaskey System** prevents mistakes, losses, dissatisfaction, worry, etc. It encourages prompt payments and pleases the customers.

Clip out the coupon and let us show you how a **McCaskey** will benefit your particular business. It costs nothing to investigate. Obey the impulse.

Showing Electric Recorder

"First and still the best"

Dominion Register Co., Ltd.

90-98 Ontario Street, Toronto, Canada

Trafford Park, Manchester, Eng.

Gentlemen:—I m willing to learn more about the McCaskey. Please send catalogue.

Name .....

City ..... State .....

Business ..... C. G.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—

No. 1 (25 size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45

In Tin Boxes—

No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER.

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	$1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

FOREST CITY BAKING POWDER

6-oz. tins	$ 0 75
12-oz. tins	1 25
16 oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books, each	0 04
100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per dozen, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$ 2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 85
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 995
Raspberry	0 69	0 95

14's and 30's per lb.

Freight allowed up to 25c per 100 lbs.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

It's too late to close up when the steed is gone

If you, Mr. Manufacturer, Mr. Producer or Mr. Importer, are deferring your opportunity to close in on the vast market of the Canadian West you are not only losing good profits now but you may lose the opportunity of getting in strong with the trade.

We are right on the ground with a strong organization of salesmen and can place your products before the trade in every corner. Our six large warehouses and excellent shipping facilities give us unexcelled advantages for prompt service and proper introduction of your lines. We guarantee results.

Write at once for particulars and terms.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Winnipeg, Man.

Branches: Regina, Saskatoon, Edmonton, Calgary, Lethbridge

Sell your customers this old-country favorite—

DICKESON'S TEA

"The Beverage of the Old Country."

—and watch your tea trade grow! Dickeson's is the tea that brings in sure **repeat** orders. Its goodness—flavor—superior quality and strength make it popular everywhere. Every day the demand is increasing—backed up by quality linked on to good advertising. Stock up **now!**

Write to any of these Canadian Agents

Toronto—Fredk. E. Robson & Co.
Hamilton—C. G. Walker & Co.
Ottawa—H. N. Bate & Sons, Ltd.
Windsor—G. Clair Bliss, Detroit, Mich.
London—R. Donaghy.
St. John, N.B.—E. T. Sturdee.
Quebec, Que.—A. Francois Turcotte
Winnipeg, Man.—W. Lloyd Lock & Co.

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ENGLISH

Confectionery and Chocolates

Quality: The Purest and Best

Variety: The Largest

Prices: Right

AGENTS:

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Winnipeg: Ruttan, Alderson & Lound, Ltd., Fort Garry Court.

Vancouver, B.C.: C. & J. Jones.

Maritime Provinces: Angevine & McLauchlin, St. John, N.B.; Truro, N.S.

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1. Attractively packed and labelled.
2. They sell readily.
3. Packed in Pure Olive Oil.
4. Are a health-giving food.
5. Tasty, Nutritious, Zesty.
6. Satisfaction to all.
7. Good profit.
8. Repeat sales sure.
9. Sell the year round.
10. Backed by extensive consumer advertising.

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Bertrand's Macaroni

Is made from the finest Taganrog (Russian) Wheat

It is the fine quality of the wheat, along with scientific handling and sanitary factory conditions, which give Bertrand's Macaroni the fine quality and flavor.

Keep your stock well supplied by ordering now from your wholesaler.

Beware of imitations.

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HENRI JONAS COMPANY
MONTREAL

Agents for Canada and United States

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes.	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, dozen	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q; F M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking), doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	26 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 50
Clover Brand, each 4 doz.	4 50
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each 4 doz.	5 80
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.
WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50

Government Analyses Prove its Superiority.

Every Test Proved **ABSOLUTELY PURE** Maple Syrup

Order "Pride of Canada" New Maple Syrup At Once

You have nothing to gain by waiting. You MAY be unable to secure it if your order reaches us late.

Pride of Canada will be as notable for its purity this year as last.

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LIMITED
Montreal

SWISS DAIRY Brand Condensed Milk from Ireland

is a profitable 10c line.
4 dozen 16-ounce tins
Wholesale trade only
Freight allowed up to 40c cwt. on 5-case lots or more.

The cheapest milk on the market with largest profits

Kirkwood & Sons

176 Dupont Street
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EASTER

Fruits and Vegetables

Delicacies Imported Consist of

Pineapples, Tomatoes, Asparagus, Strawberries, Cucumbers, Lettuce, Etc.

800 Bunches Choicest Bananas.
Oranges—Navals, Floridas and Bloods.
New Fresh Cocoanuts.
Fish for Good Friday, full assortment.

White & Co., Limited

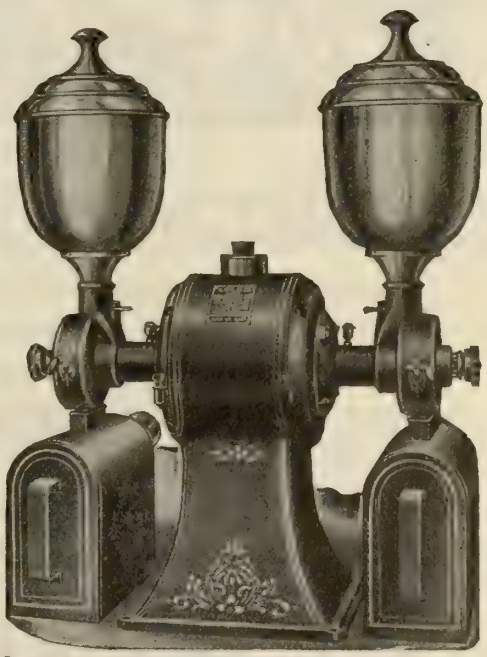
Toronto and Hamilton

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



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AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

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CONDENSED
MINCE MEAT

is recognized
from Coast to Coast
as the
standard of excellence

Are you stocking it?

Any Jobber can supply you

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

5 oz. (all flavors), doz. 4 50
8 oz. (all flavors), doz. 6 50
16 oz. (all flavors), doz. 12 00
32 oz. (all flavors), doz. 22 00
Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO.
ANCHOR BRAND.

Ammonia Powder—"Anchor"	Per case.
5c cases, 6 doz.	$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25
Baking Powder—"Anchor"	**Per doz.**
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5 lb. tins, cases 1 doz.	8 40
Chocolate—Unsweetened—"Anchor"	
10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
⅛s, tins, cases 4 doz	0 36
⅛s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35
Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 33
2 lb. tins, whole or ground, cs., 30 lb.	0 32
Cream of Tartar—"Anchor"	Per doz.
10c pkgs., boxes 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40
Custard Powders—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Flavoring Extracts—"Anchor"	
10c bottle	1 00
2½ oz. bottle	2 00
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 00
32 oz. bottle	24 00
64 oz. bottle	48 00
Flour—Potato—"Anchor"	Per doz.
Cases 2 doz.	1 20
Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Mustard, D.S.F.—"Anchor"	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90
	Per lb.
⅛s, tins, boxes 12 lbs.	0 38
⅛s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36
Rice, Special Grain—"Anchor"	Per doz.
Cases 2 and 4 dozen	0 90

	Per case
"Anchor" Brand.	
Shaker Table Salt, free running, cases 2 doz., case	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case
25c pkgs., cases 12 pkgs.	2 40

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	2 50

"KOLONA" CEYLON TEA.

	Per lb.
30c black, green or mixed, ½ and 1 lb. pkgs.	0 25
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat-Os" Breakfast Food, cases 2 doz.	1 45
	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED.
Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork, 50 qts., case	8 00
50 pts., case	5 00
La Savoureuse "Claret Crown," 100 pts., case	9 00
St. Nicholas Champenoise Corks, 50 qts., case	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.	
Cs. 25 11 lb. bars, lb.	0 06½
Cs. 200 3½ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb.	6 60½
Cs. 50 ¾ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs.	4 75
Cs. 200 200 grs. pieces, cs.	7 75
Cs. 100 300 grs. pieces, cs.	6 00
Cs. 200 300 grs. pieces, cs.	12 00

ALIMENTARY PASTES.
BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 08
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape juice, 12 qts.	4 75
Grape juice, 24 pts.	5 00
Grape juice, 36 splits	4 75
Apple juice, 12 qts.	3 75
Apple juice, 24 pts.	4 50
Champagne de Pomme, 24 p.	5 90
Motts Golden Russett.	
Sparkling cider, 12 qts.	4 50

The Canadian Fishing Co., Ltd.

VANCOUVER, B.C.

Producers and Shippers of

PACIFIC COAST FISH of all kinds

FRESH FISH FROZEN FISH
SMOKED FISH SALT FISH

Carload and less than carload shipments

CORRESPONDENCE SOLICITED

TOMATOES

The quality of our Brand is exceptionally fancy. All crates repacked and made sound before shipping. We can give you all ripes, half-turning, or any way you like to have them. Is this not the kind of service you are after? Send us your orders. We will convince you.

Green Vegetables
Fresh Arrivals every morning

THE HOUSE OF QUALITY.

HUGH WALKER & SON
Established 1861
GUELPH and NORTH BAY

ANCHOR BRAND FLOUR

MAKES GOOD BREAD

Do you handle the best Flour?

Why not?

The best costs less.

Price does not sell good flour, and many a good brand obtains from 5 cents to 15 cents per 98 lb. bag more than widely advertised brands—because "quality and uniformity" commands better attention from consumers than mere price, and easily gets the order without dickering.

Anchor Brand Flour is absolutely guaranteed on the money-back principle that covers quibbles.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake - Manitoba - Canada

Cleave's
DEVONSHIRE CREAM
Chocolate

Unrivalled!
Quality—A. 1.
Turn-out—Attractive
Profit—Good
ENTIRELY NEW 5 CENT LINES

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND
Write for Prices to Wholesale Agents
FRANK DAVY & CO., 6 St. Sacrament St., Montreal

Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "**BRUNSWICK BRAND**" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

¼ Oil Sardines
¾ Mustard Sardines
Finnan Haddies
(oval and round tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

CONNORS BROS., LIMITED

Black's Harbor, N.B.

Sparkling Cider, 24 pts. 4 75
Sparkling Cider, 36 splits 4 90
Extra Fins, 100½ 16 00
Apple Vinegar, 12 qts..... 2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil."

	Per case
Sur Extra Fins, 40 Falcons, cs....	$10 00
Sur Extra Fins, 100 ½ cs.....	15 50
Extra Fins, 50 1 kilo, cs.....	14 50
Extra Fins, 100 ½ kilo, cs.....	15 00
Tres Fins, 100 ½ kilo, cs.....	13 50
Fins, 100 ½ kilo, cs.....	11 50
Mi Fins, 100 ½ kilo, cs.....	11 00
Moyens No. 1, 100 ½ kilo, cs.....	10 00
Moyens No. 2, 100 ½ kilo, cs.....	9 50
Moyens No. 3, 100 ½ kilo, cs.....	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 25
Tins—	
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s.	2 10
20s. ½ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & Co., Agents.

Cases, 4 doz. each, flats per case.. 5 40
Cases, 4 doz. each, ovals, per case 5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND

N. K. FAIRBANK CO., LTD.

Tierces	0 10¾
Tubs, 60 lbs.	0 10¾
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¾
Cases, 3 lbs., 20 to case	0 11¾
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."		
1 lb. glass (2 doz. case)	$1.90	$1.80
2 lb. glass (1 doz. case).....	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."		
1 lb. glass (2 doz. case	$1 60	$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs., ½ lb. each....	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	6½
30 lb. cases, 1 lb. pkgs.....	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more.....	.06¼
1 lb. pkg., less than 25 case lots..	.06½
5 lb. box, loose, per lb.....	.06½
10 lb. box, loose, per lb.....	.06¾
21 lb., loose, long. per box.....	1.15

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz..... 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz..... 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naphtha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS

and

BRANTFORD BRANDS.

Boxes	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb... cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's satin, 1-lb. cartons, brome label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch..	.06

SEEDS

To-day's prices Ex-warehouse Toronto, April 10th

No. 1 Government Standard.

	Per 100 lbs.
Red Clover	$17.50
Mammoth Clover	18.50
Alsyke Clover	22.00
Alfalfa Clover (Gold)	14.50
Alfalfa Clover (Silver)	13.00
Timothy Seed	8.00

No. 2 Government Standard.

Red Clover	$16.00
Mammoth Clover	17.00
Alsyke Clover	19.00
Timothy Seed, A	6.75
Extra No. 1 for purity.	
Timothy Seed, B	6.00
No. 1 for purity.	

No. 3 Government Standard.

Red Clover	$15.00
Mammoth Clover	16.00
Alsyke Clover	15.50
Timothy Seed	5.50

Yellow Dutch Set Onions	$12.00
White Dutch Set Onions	12.00

Ask for samples. Phone Main 163

Geo. Keith & Sons

Seed Merchants since 1866

Toronto, Ont.

Order Fish Now

Shipments of all varieties arrive daily. Our facilities for prompt handling ensures freshness. A car of

MANITOBA White Fish

just arrived. Get our prices. We have some interesting quotations. Write, phone or wire.

LEMON BROS.

Owen Sound, Ontario

St. Nicholas

The Utmost in Lemons

J. J. McCabe

AGENT

TORONTO, ONT.

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

Easter

Do not overlook the fact that Easter will be here in a short time.

Let us have your order for Fearman's "Star Brand" English Bacon **now.**

F. W. FEARMAN CO., Limited

Hamilton, Ont.

Curers of "Star Brand" Bacon and Hams.

ESTABLISHED 1854.

Five mighty good reasons why you should sell "Club House" OLIVES

1. We use only the finest-flavored olives obtained from the best known localities.
2. Our scientific processing of the olives is marked by exceptional care, skill and cleanliness.
3. The "Olive" Brine is made from our own pure Artesian water.
4. Our guarantee of quality is back of each bottle.
5. "Club House" Brand is attractively packed and yields a good profit margin.

Dealers may be well advised to handle "Club House" Brand Olives.

Send along your orders now.

Gorman, Eckert & Co., Ltd.

London, Ontario

Western Selling Agents

MASON & HICKEY, WINNIPEG

(120-lb boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb. ..... .10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs. ..... .60

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs. ..... .06½

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs. ..... .07

Barrels, 200 lbs. ..... .06½

Kegs, 100 lbs. ..... .06½

Lily White Gloss—

1-lb. fancy cartons, cases 30 lbs... .07½

8 in case ..... .07¾

6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ..... .08

Kegs, extra large crystals, 100 lbs. ..... .07

Canadian Electric Starch—

Boxes containing 40 fancy pkgs., per case 3 00

Celluloid Starch—

Boxes containing 45 cartons, per case 3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs. ..... .06

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs. ..... .07½

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs. ..... .07½

(20-lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., $4.50; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.50.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz..... 0 90

Clear soups, in stone jars, 5 varieties, doz. 1 10

SODA—COW BRAND.

Case of 1-lb., ontaining 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case 2 50

5-lb. tins, 1 doz. in case 2 85

10-lb. tins, ½ doz. in case 2 75

20-lb. tins, ¼ doz. in case 2 70

Barrels, 700 lbs. 3½

Half barrels, 350 lbs. 3¾

Quarter barrels, 175 lbs. 4

Pails, 38½ lbs. 1 95

Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case 2 65

5-lb tins, 1 doz. in case 3 20

10-lb. tins, ½ doz. in case 3 10

20-lb. tins, ¼ doz. in case 3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case ..... $ 1 35

Ontario, per case 1 50

Manitoba, per case 2 30

Saskatchewan, per case 2 60

Alberta, per case 2 70

British Columbia, per case..... 2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case..... 2 60

Manitoba, per case 3 00

Saskatchewan, per case 3 20

Alberta, per case 3 30

British Columbia, per case 3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz. 0 90

Pint bottles, 3 doz., cases, doz.... 1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ½-pints.....	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD. ..

4a size, gross 2 50

6a size, gross ..... $ 2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan.....	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY

(Empire Branch)

Black Watch, 6's	.45
Bobs, 5's and 10's	.39
Currency, 5's and 10's	.39
Stag, 5 1-3	.39
Old Fox, 10's	.40
Pay Roll, Thick and thin, 7½'s.....	.59
Pay Roll, plug, 7½'s	.59
Shamrock, bar and plug	.45
Empire, 6's and 12's	.44
Ivy, 7's	.50
Great West, pouches, 8's	.59
Regal cube cut, 9's	.59
Starlight, 7's	.50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 80 lb. cases.

Black, Green or Mixed.

Blue Label ½s	0 21
Blue Label, 1s	0 20
Orange Label, 1s	0 23
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 23
Brown Label, ¼s	0 30
Green Label 1s and ½s	0 35
Red Label, ½s	0 40

DA COSTA & CO.'S
BRAND
Extra Fancy Barbados
Molasses

The standard of quality.

Remember the satisfaction it has always given you.

Ask your wholesaler for DA COSTA and take no other.

BISCUITS
from the Old Country

Notice to Grocers and Stores in Canada

McVitie & Price, Limited

are now sending regular supplies of their biscuits to Ontario, Quebec, Manitoba, Alberta, Saskatchewan, British Columbia and the Yukon Territory.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellence and absolute purity.

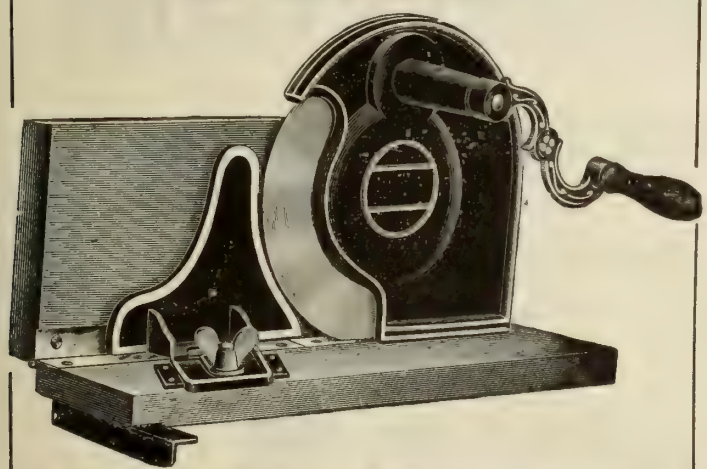
AGENTS:

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

Alberta
CAMPBELL, WILSON & HORNE, Limited,
CALGARY, EDMONTON AND LETHBRIDGE

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER

THE ROTUNDA
Meat and Bread Slicer



YOU CANNOT AFFORD TO BE WITHOUT THIS MEAT AND BREAD CUTTER.

It is perfectly simple and simply perfect. There is nothing to get out of order—nothing to break or explain—it is neat and noiseless—it cuts clean and quickly—it does all it is designed to do—you can serve more customers and serve them better, besides it has advantages which similar machines do not possess. In appearance it is handsome, being finished in a deep maroon and gold.

DROP US A LINE AS TO ITS PRICE—IT IS LESS THAN IT SHOULD BE.

Fenwick, Hendry & Co.
KINGSTON, ONTARIO, CANADA
AGENTS

EVERYDAY LINES

Brooms of quality
Wrapping Paper and Twines
Boss Washers
Mop Wringers
Dustless Mops
Self-Wringing Mops
GlobeWashboards

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and other fishes, in oil; pickles, tomato and other sauce; GREEN PEAS, FRENCH BEANS (plainly cooked or colored green); plainly cooked mushrooms, APPLY TO LEON LE BEUVE, 22 Cours des Quais, LORIENT France), the best organized house for sale, having always stock in hand. AGENTS WANTED.

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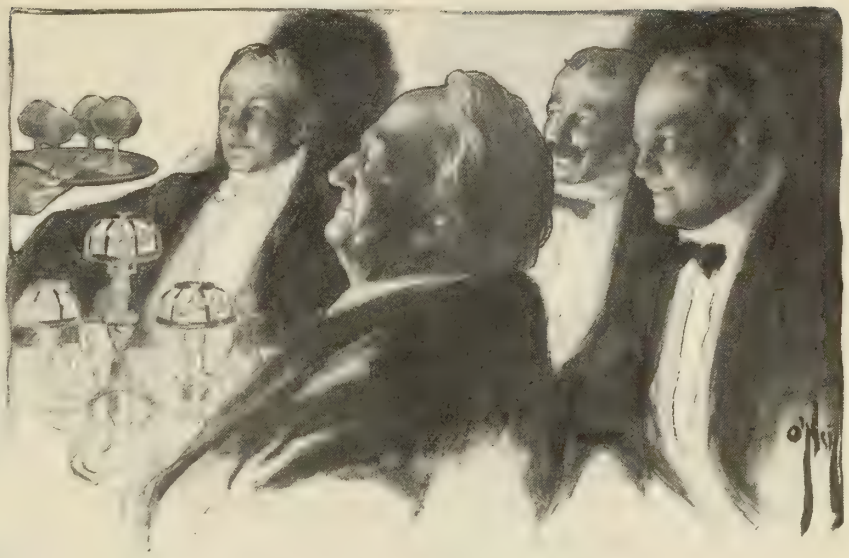
One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."



They Want the "Real Thing."

"Well, yes, boys," the old grocer says, "I did use to recommend some things as being just as good as others, but I do very little of that sort of thing now. It doesn't pay in the long run. Take this Jell-O now. You do not suppose, do you, that any of us would say that anything else was just as good as

JELL-O

It is a peculiar fact that the man who recommends the just-as-good kind for other people, wants the real thing himself."

Jell-O is the ***real thing***, with its exquisite flavors and its reputation as "America's most famous dessert," and customers who get Jell-O are pleased customers."

THE GENESEE PURE FOOD CO.,
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The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

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Your profit is 26½% on Richard's Soaps

RICHARD'S QUICK NAPTHA SOAP

Every dollar you invest in **Richard's Quick Naptha** and **Richard's Pure Soap** will net you 26½c—and there's no waiting to get it. These soaps are selling all the time. Widely advertised. Order from your wholesaler.

Why wood is better than metal

Wooden Tubs and Pails will not rust and they retain heat longer than those made of any other materials now sold on the market.

Cane's Woodenware, including pails, tubs, washboards, butter molds, etc., are made of carefully selected, evenly-grained wood—the best for the purpose that money can buy. Cane's products are unsurpassed for strength and durability.

Our long experience serves to prove this statement, and our **absolute guarantee** leaves no room for doubt.

If you do not already handle the Cane lines it will pay you to get a supply now. They are home necessities and are especially in demand during the house-cleaning season.

The Wm. Cane & Sons Co.

Limited

Newmarket **Ontario**

"Well, Smith,

I am very much pleased that we are no longer having any trouble with breakages."

"Yes, sir, since we have started using

Thompson & Norris Cellular Board Boxes

we have cut out all this trouble and we find we can pack them much quicker than the ordinary wooden boxes, and as they come to us flat we are not piled up to the roof as we were with the old wooden kind."

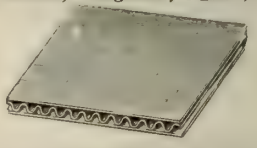
"That's splendid, Smith. Besides, these corrugated boxes are saving consignee's freight charges, and they are costing us very much less."

Every shipper who has tried the T. and N. Corrugated boxes has had the same experience. They can be made to suit every requirement,—shipping of glassware, bottles, groceries, etc.,—and will cost far less than a wooden box, used for the same purpose. Let us know your requirements and we will prove our statements. An investigation will cost you nothing. Send your shipping cases on at our expense.

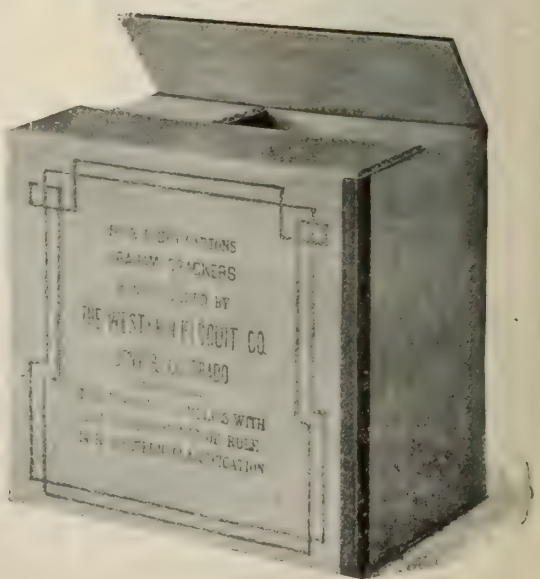
The Thompson & Norris Co. of Canada, Limited

NIAGARA FALLS, ONTARIO

Brooklyn, N.Y.; Boston, Mass.; Brookville, Ind.; London, England; Julich, Germany.



Cellular Board, double faced, corrugated, made by T. & N special process.



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Niagara Falls, Ontario.
Send full particulars.
Name .....
Address .....
C. G.

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¶ Many a young man is engaged in office or store clerking. Owing to the nature of the business, he has but a narrow range in which to exercise his talent. He cannot relinquish his position to seek one giving better opportunities and paying a larger salary. To do so would be to give up his only source of revenue, and someone may need his support. Yet it is imperative that he increase not only his business, but also his salary.

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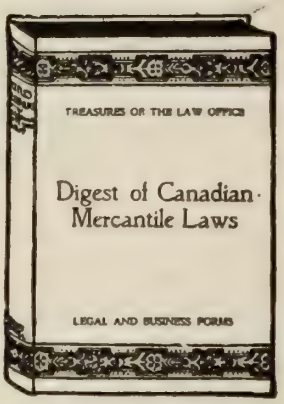
"Digest of the Mercantile Laws of Canada."

A ready reference for merchants and their assistants in their daily business.



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No work published in Canada equals it for the Grocer

The entire work has been critically revised, a considerable amount of new matter added, and numerous cases and authorities have been cited in support of the most important points in the various Chapters. It is bound in the same dark green cloth.

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Based on Dominion and Provincial Statutes and Court Decisions.
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To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under The Land Titles System of Registration, an Appendix of 16 pages, containing a synopsis of the Land Titles Acts, has been added to our regular edition, thus constituting a special "Western Edition." Price, $2.50.

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288 pp., 140 illus. Cloth binding. Theory of accounts; methods of bookkeeping; single entry and double entry; journalizing and posting; cash discounts; bank deposits; single proprietors' and partners' accounts; retail business; inventory; departmental records; partnership accounts; books and forms used; accounting for commission and brokerage business; produce shippers' books; commission merchants' books; storage accounts; special records. Price, postpaid, $1.60.

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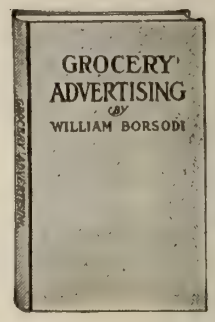
BY WM. BORSODI



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It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

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By John H. Blake

This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects:

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How to Test Teas
Where to Buy Teas
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Bulk Versus Package Teas
Tea Blending

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MONTREAL TORONTO WINNIPEG VANCOUVER

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If remitting by cheque make same **payable at par,** Toronto

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"Let the GOLD DUST TWINS do your work"

GOLD DUST

saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other just as GOLD DUST itself goes into every nook and corner of the household after dirt. GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

"Let the Gold Dust Twins do your work."

The N. K. Fairbank Co., Limited
MONTREAL

Brooms must follow the corn

A few years ago, most grocers will remember, the broom corn crop was a decided failure and brooms bounded up in price. To-day the same condition exists and brooms are sure to reach a price much more advanced than they are now.

Pansy Brooms are the quality brooms

And as such will have an increasing sale the higher that brooms go in price, because a few cents more on a quality-broom pays well. The higher the price the more careful the housewife is in her selection, with the result that Pansy Brooms are the unanimous choice. Stock up now before they go higher.

H. W. Nelson & Co., Limited
TORONTO

—because it speeds up your turnover

Since there's no velvet worth while in individual sales—
Since it is volume alone that carries the profit—
Since it is *the dollar turned over and over again* that counts in the retailing of flour—
Why don't you speed up *your* turnover?
Why don't YOU concentrate on FIVE ROSES flour?

Only by sheer quality and unvarying satisfaction can a flour sow the seed of a re-order.

Which explains why FIVE ROSES without a break in the current of steady sales safeguards the *individual* profits—those small but essential profits that accumulate to a satisfactory total.

The sale of FIVE ROSES becomes not only more frequent, but practically *automatic*—

And this because each actual customer becomes a source of ceaseless revenue—an inspiration to buyers of inferior flour—an encouragement even to themselves to use *more* flour.

While reaching out for more, FIVE ROSES can hold its own, unlike cheap flours that *must* constantly seek new trade, having failed in their purpose.

Would YOU earn a larger percentage of income on your investment—would you speed up YOUR turnover?

Then concentrate on a flour that will work *for* you and not *against* you.

Ask your jobber or write nearest office.

LAKE OF THE WOODS MILLING CO., LIMITED

Toronto
Ottawa
London

"The House of Character"

MONTREAL

St. John
Winnipeg
Vancouver

FIVE ROSES FLOUR
Not Bleached—Not Blended
Daily Capacity - 11,500 bbls.

CANADIAN GROCER

ANNUAL SPRING SALES NUMBER

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, APRIL 17, 1914. No. 16

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MONTREAL TORONTO WINNIPEG

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Shirriff's

True Vanilla

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Shirriff's special process brings out every vestige of native goodness. Only the choicest quality of the real Mexican Vanilla Bean is used.

The Shirriff standard of strength is 50% greater than that of the Government. On every bottle there is a guarantee.

On request we will send a sample of the real Mexican bean. Compare it with Shirriff's True Vanilla. Quarter-ounce samples of Shirriff's True Vanilla will be supplied to dealers with orders, if desired.

Imperial Extract Co.

TORONTO

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Montreal—W. S. SILCOCK.
Quebec City—ALBERT DUNN.
Maritime—W. H. L. USHER, Halifax.

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COX'S GELATINE

the standard the world over

With the advent of Spring, and incidentally, the shortage of preserved fruits, the good housewife will be grateful to you if you will suggest something delicious and appetizing to take their place until the fresh fruits come in again. Tell her about the toothsome delicacies she can prepare by using Cox's Gelatine in combination with oranges, bananas, pineapples, richly preserved figs, and various other imported fruits. You can help her out and make a profit at the same time. Try it.

COX'S

The Standard Gelatine For Over Seventy Years

Arthur P. Tippet & Company

SOLE AGENTS

Montreal and Toronto

COX'S

Makes Jelly— Delicious with Fresh Fruits

The New Style Package

The Starch is packed in an attractive, convenient and sanitary package. Requires no cutting of the top and thus exposing the contents to deterioration and absorption of odors. Our improved package has a folding top. The starch is contained in a tight paper bag, which can always be kept closed when not in use, thereby keeping the contents clean and sanitary.

Your customers will appreciate the convenience of this practical, improved container.

—a pure, dependable Corn Starch that makes tempting dishes and substantial profits—

St. Lawrence

This corn starch is particularly recommended for all culinary purposes—it makes the most delicious custards, puddings, blanc manges, etc. Delightfully wholesome and delicious.

St. Lawrence Pure Corn Starch is made in Canada's largest and model starch factory. Every step in the making is superintended with greatest care.

Our aim has always been to produce a high-grade article, and in this we have succeeded. St. Lawrence Corn Starch pleases the customer and pleases the dealer—the profit is good, sure and steady. Put your effort behind this quality line.

Every wholesale grocer handles it.

Manufactured and Guaranteed by the

St. Lawrence Starch Co.,

Limited

PORT CREDIT, ONT.

CAN you get away from the fact that out of every hundred women in your town fully two-thirds of them know E. D. Smith's Jams, Jellies, etc., either by having used them personally, by reputation or by having seen the extensive advertising we have conducted for the last years?

Behind the advertising is the one predominating fact that this famous brand has held the highest position in the Government report ever since its introduction to the public eleven years ago.

All we ask you to do is to keep E. D. S. products in the open where your trade will see them—they will do the rest by reminding your customers of having heard and read about the deliciousness and purity of these goods.

They will sell themselves
if you keep them shown.

E. D. Smith & Son
Limited
WINONA, ONT.

AGENTS :

Newton A. Hill, Toronto. W. H. Dunn, Montreal.
Mason & Hickey Winnipeg R. B. Colwell, Halifax, N.S.
A. P. Armstrong, Sydney, N. S.

"Banner Brand"

JAMS JELLIES MARMALADES

THE original pure fruit jam made from Canada's finest fruits, pure apple jelly and the best granulated sugar — a jam with a delicious flavor that has no equal to-day.

It will give both you and your customers satisfaction — a popular-priced jam that brings good round profits.

L. & B. Banner Brand jams, jellies and marmalades have jumped into popularity in less than five years. Every day sees their sale expanding. Every order brings a line of repeats that speaks volumes for the goods.

Put up in 12-oz. jars, tumblers, 2, 5 and 7-lb. gold-lacquered pails, also in 30-lb. wooden pails for biscuit manufacturers' and bakers' use.

BANNER L&B BRAND

Lindners Limited

WINNIPEG
306 Ross Ave.

TORONTO
340 Dufferin St.

REPRESENTATIVES:
Watt, Scott, Limited, Montreal; H. D. Marshall, Ottawa, Ont.; W. L. McKenzie & Co., Edmonton and Regina; H. M. Jackson, Calgary.

"Banner Brand"

JAMS JELLIES MARMALADES

THE tumbler—yes, the greatest success we have ever achieved in five successful years of business. The tumbler here shown—filled and labelled showing exact contents—as are all Lindner's containers,—has taken the trade by storm. It makes a handsome display for counter, shelf, case or window; has a life that starts anew when sold, for when empty it makes a handy drinking glass; is neat, strong and nicely finished. Women who are given their choice of either the tumbler or glass jar invariably prefer the former, which is evidence that it appeals to them for its usefulness.

Lindner's products are as good as the best fruits and finest granulated sugar can make them.

Quality makes satisfied customers. Satisfied customers help to expand your business.

Banner Brand is a "mighty good jam and a mighty good seller."

BANNER L&B BRAND

Ask your Wholesaler for "Banner Brand"

Lindners Limited

WINNIPEG
306 Ross Ave.

TORONTO
340 Dufferin St.

REPRESENTATIVES:
Watt, Scott, Limited, Montreal; H. D. Marshall, Ottawa, Ont.; W. L. McKenzie & Co., Edmonton and Regina; H. M. Jackson, Calgary.

IN CLOVER!

LE SOLEIL CANNED GOODS

IMPORTED

OFFER YOU REMARKABLE SELLING OPPORTUNITIES.

LE SOLEIL means SUN and every display of the goods we have seen simply proves beyond the shadow of a doubt that the very brightness of the package alone warrants you putting in a stock immediately. Goods which lend themselves to artistic display are always an asset, especially when they are further backed by an absolute guarantee of purity and are held in high esteem by the consumer. The variety also offers another strong reason why YOU SHOULD INVEST.

MAKE A SELECTION

Peas	Vegetables
Extra Fins	Asparagus
Fins	Haricots
Tres Fins	Macedoines
Mi-Fins	Spinach
Moyens No. 1	Artichokes
Moyens No. 2	Flageolets
Moyens No. 3	Brussel Sprouts

CONCENTRATED TOMATOES

ASSORTED SOUPS

THE PACKAGE

As mentioned above the appearance of the tin goes a long way in making sales, as the attractive shade of green combined with gold catches the eye and arouses interest.

There is a magnetism about the SOLEIL goods that is absent in others, and when we suggest a trial display of them we do so knowing that you will be a steady customer after.

DISTRIBUTORS IN QUEBEC AND MARITIME PROVINCES:

LAPORTE, MARTIN, LIMITEE, PHONE MAIN 3766 **568 St. Paul St., MONTREAL**

OR NEAREST AGENT:

MacLAREN IMPERIAL CHEESE CO., LIMITED—ONTARIO and NORTH-WEST

MAJOR & SOUBLIERE, OTTAWA **J. B. RENAUD & CIE., QUEBEC**

IMPORTED GOODS

STAMPED WITH QUALITY

Minerva Olive Oil

Has an established reputation throughout the world. Packed in sanitary surroundings and guaranteed perfectly genuine by the Government Laboratory at Marseilles.

Le Soleil Castile Soap

Has preserved its purity for over a century. It reaches you purer than any castile soap on the market, simply because the very high percentage of Olive Oil used in it and the perfect nature of the Soleil Process combine to make it so.

Imported Waters

Your better-class customers will appreciate your introducing some of these Waters from

THE VICHY BASIN

Source ADMIRABLE, $5.00 per case.

Source NEPTUNE, $6.00 per case.

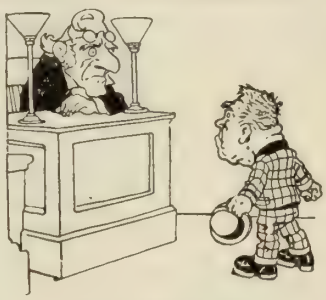
Source SANS RIVAL, $7.00 per case

Lemonade La Savoureuse

Try a small stock to start with.

50 quarts Champenoise "Cork" bottles, cs., $8.00.

100 quarts Claret, Crown, bottles, cs., $9.00.



"You be the judge—
We won't talk back."

COMPLAINT DEPT.

We invite all our patrons to make use of this special department. It has been opened to further promote harmony, and you can assuredly count on courteous treatment.

Alimentary Pastes

Blanc & Fils

have long been famous for their alimentary pastes. The high quality of this Macaroni is absolutely assured. Only the very highest quality of TAGANROK (Russian) WHEAT is used. Now that the consumer is striving to cut down the cost of living you should push Macaroni and point out the economy.

Mushrooms

F. LECOURT, Paris

The very choicest Mushrooms only are packed, and the sizes are so varied that you have something to suit all customers.

Remy Rice Starch

For laundry purposes has no equal in the world.

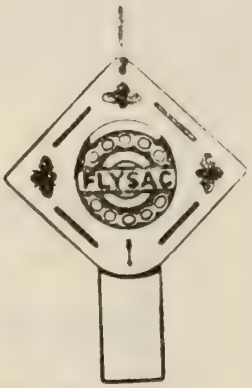
The quality of all goods bearing the brand "Victoria," our general trade-mark, is a certainty. Keep Victoria always before you.

GENERAL DISTRIBUTORS:

LAPORTE, MARTIN, LIMITED

MONTREAL

Put a Crimp *in* Mr. and Mrs. Fly before their descendants become too numerous



"Flysac" Flycatcher Will Do It

(*British made*)

It will pay you to put in your supply now—order a thousand pieces—each piece hermetically sealed. They sell quickly and cost you 70c per box of 50 pieces.

That pesky fly family will soon be here again, with their countless millions of descendants, to make life miserable for all humanity.

The cutting off of one fly at the beginning of the season means millions less to catch during the summer.

Now suppose you start your campaign right with the appearance of the first fly—Get your customers lined up with "Flysac" ready for the fray.

"Flysac" is the master of all flydom and when used generously brings joy to the household. It turns fly time into flyless time, and makes *one hundred per cent.* profit for you.

"Flysac" is the cheapest and best flycatcher on the market, has a generous supply of sticky ribbon which attracts and holds every fly, does not leak or deteriorate if kept in stock a season.

70c per box of 50 pieces. Special discounts on quantities.

Hodgson, Sumner & Company LIMITED

MONTREAL

Agents for Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

We are also distributors of **Tenasitine**, manufactured by the same firm in England. This is the most effective adhesive line on the market to-day. Can be employed for mending china, glass, etc., etc.; in fact, will stick anything.

Sales 1908

EXPANSION

Sales 1909

Sales 1910

These pictures represent the actual sales of "NUGGET" Shoe Polish for the past six years, and we wish to thank you for the support you have given us. Help us to make a new record for 1914, and help yourself to the profits.

WHY?

Sales 1911

Our success has been obtained by extensive advertising and by backing up our advertising with the quality of our goods.

Sales 1912

Sales 1913

The "Nugget" Polish Co'y

Limited

9, 11 and 13 Davenport Road

TORONTO, Ont.

Safety First
Profit Next
Saving Last

"SIRIUS" BRAND
Swedish
SAFETY MATCHES

Every Match impregnated so that there is no glow after being extinguished.

Sweden, more than all other countries in the world, is noted for her matches and especially "Safety Matches." In handling matches you should *think* of *Safety First*—safety of your store, safety of your customers. The "Sirius" brand matches are not only safe, but are of uniform quality of wood, always sure, and are cheaper than domestic matches.

Safety—Mice and Rats cannot start a fire by nibbling at "Sirius" Brand Safety Matches—Your store is safe, your customers' homes are safe, their children are safe. The wood being of a superior quality and always uniform, the stems never break and cause fire by igniting inflammable articles. The heads stay on—in fact, they are absolutely harmless.

Profit—In handling "Sirius" Brand Safety Matches you can make a better profit, for the price is considerably lower than domestic matches, and yet you can sell them cheaper.

Saving—By stocking only "Sirius" Brand Safety Matches you can reduce your insurance premium, and though this is the last consideration it is worth while year after year.

The "Sirius" Safety Match means more safety, more profit, more saving. Send for trial order to-day.

We want responsible buying agents.

Swedish Steel & Importing Co.
LIMITED

503 Canadian Express Bldg. MONTREAL

ESTABLISHED
1825

Manufactured
at

GRIGNY (France)
The Oldest Factory

LYON
FRANCE

LE HAVRE
FRANCE

THE GENUINE

"BERTRAND"

(SEE IT ON THE LABEL)

STANDS FOR SUPERIORITY IN MACARONI, VERMICELLI, etc., in every part of the world to-day just as it has during past generations, and you can rest assured that once you sell a package of BERTRAND'S ALIMENTARY PASTES you can rely on repeats and general satisfaction.

MAKE SURE THAT YOU ARE NOT DECEIVED BY MANUFACTURERS WHO PLACE A CONTINENTAL ADDRESS ON THEIR PACKAGES SUCH AS "——— & ——— LYON, FRANCE," HAVING NO ESTABLISHMENT OR CONNECTION THERE AT ALL, BUT RATHER MANUFACTURING ON THIS VERY CONTINENT.

MACARONI

to be really choice and toothsome must be made from the SEMOULE of the Russian wheat (TAGANROK). No other produces this quality of semoule so essential to good macaroni, so that when you sell a "FLOUR" macaroni such as is made from other wheat you simply offer the inferior, which cannot give entire satisfaction and so an opportunity to create extra confidence is lost.

Bertrand's contains no maize or rice flour. Ask your wholesaler and insist on Bertrand's, the Macaroni which has been prepared by three generations of Bertrand and always been uniform.

Your Wholesaler Will Supply You.

Henri Jonas & Company

Montreal

Sole Agents for Canada and United States

Mason & Hickey

Manufacturers' Agents

Head Office - - WINNIPEG, MAN.

BRANCHES

Regina Saskatoon Calgary Edmonton

Representing the following:—

THE BORDEN MILK CO., Montreal	Evaporated and Condensed Milk
CANADA STARCH CO., Montreal and Brantford	Starch, Syrup and Glucose
GRIFFIN & SKELLEY, San Francisco	Dried Fruits and Canned Goods
E. D. SMITH & SON, Winona	Jams, Jellies & Marmalade
PROCTOR & GAMBLE, Cincinnati	Crisco and Ivory Soap
J. H. WETHEY, LTD., St. Catharines	Mince Meat
INGERSOLL PACKING CO., Ingersoll	Cheese and Smoked Meats
GORMAN, ECKERT & CO., London	Olives, Spices and Extracts
THE DOMINION SUGAR CO., Wallaceburg	Sugar
FOSTER & HOLTERMANN, Brantford	Honey
HARPER-PRESNAIL CIGAR CO., Hamilton	Cigars
CRESCENT MFG. CO., Seattle	Mapleine
MAPLES, LTD., Toronto	Maple Syrup and Maple Butter
GEO. T. MICKLE, Ridgetown	Beans
WILLIAM H. DUNN, Montreal	Pyramid Fly Catchers
NICHOLSON & BROCK, Toronto	Bird Seed and Bird Gravel
NATIONAL LICORICE CO., Montreal	Licorice and Gums
W. A. TAYLOR & CO., Winnipeg	Horse Radish and Relishes
WM. ROGERS & CO., Denia, Spain	Valencia Raisins
ROBIN HOOD MILLS, LTD., Moose Jaw	Rolled Oats
THORNTON & CO., Malaga	Blue Fruits and Almonds
WM. MEYER & CO., Patras	Currants
MANFORD SCHEER, Dunnville	Evaporated Apples
SLEEPY EYE MILLING CO.	Koffio

Jackson's Specialties

SHOULD BE IN ALL HIGH-CLASS STORES

JACKSON & SONS have spared no expense or trouble to produce goods they believe to be perfect, and venture to assert that the quality, style of packing, showboards and outlay on advertising make the Specialties easier of sale by the retailer than any of the imitations being offered.

JACKSON'S Real English

CAMPHORATED

WAX POLISH

THE ORIGINAL and GENUINE PREPARATION for producing a beautiful and lasting lustre on STAINED, PARQUET and HARDWOOD FLOORS, FURNITURE, FIXINGS, WOODWORK of every kind, and wherever a refined and durable polish is desired. Used on LINOLEUM, HARNESS, CAR and CARRIAGE HOODS, BROWN BOOTS, LEGGINGS, and all kinds of LEATHER. It gives a BRILLIANT and WATERPROOF POLISH, and so nourishes and preserves the material that the durability is greatly increased.

Packed in Patent Double-Lidded, Air-Tight Tins
25c. and 50c. sizes
Also in 1, 2, 4, 5, 10 lb. Tins

Decorated Enamel Finish
Yellow, Blue and Black

Will keep fresh and good for any length of time.

JACKSON'S VARNISH STAINS

Light, Medium and Dark Oak, Walnut, Mahogany, Rosewood, Satinwood, Maple, Cherry, Ebony, Green. For Staining and Varnishing in one operation, Floors, Furniture, and all kinds of Woodwork. Hard Drying, Durable, Economical, Easy. In Enamelled Tins, 4 and 6 ozs., half-pint, pint, quart, half and 1 gallon (Imperial, not American measure—1½ pints more.)

Jackson's Lavender Furniture Cream

Very Fragrant and will not fingermark. In artistic Doulton Lavender ware, Jars or Glass Vases, ¼. ½ and 1 pint.

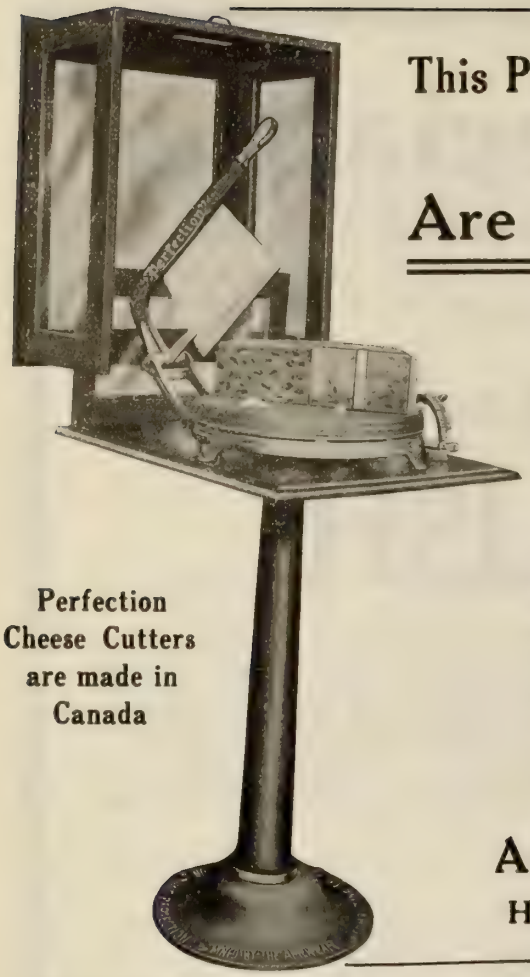
MANUFACTURED BY

T. S. JACKSON & SONS

Corner Wharf, Malt Street, LONDON S. E., England
Contractors to H. M. Admiralty, War Office, Public Institutions, &c.

ESTABLISHED 1859

CANADIAN AGENTS:—Harrison & White, 505 Welton Bldg., VANCOUVER, Harrison, White & Barker, 439 Lougheed Bldg., CALGARY; Bate & Co., 172 King St. West, TORONTO, who will furnish Price Lists, Tint Cards and all information.



Perfection Cheese Cutters are made in Canada

This PERFECTION Cheese Cutter will eventually PAY for ITSELF

Are You Cutting Your Cheese The Old Way?

Then let us prove that what we say about the "Perfection" Computing Cheese Cutter is true. We have proved it to the satisfaction of hundreds of other prosperous merchants. We can do so for you.

WITH A "Perfection" PROFITS ARE ASSURED.

No overweight—no underweights—just the exact amount. Protects both merchant and customer.

DON'T PUT IT OFF UNTIL TO-MORROW, BUT WRITE TO-DAY FOR OUR DESCRIPTIVE CATALOGUE AND PRICE LIST.

American Computing Co. of Canada

Hamilton **Canada**

A good seller all the time

Everywhere housewives are using this quality soap. It works so quickly and makes washing so easy. Being absolutely pure it will not injure the most delicate fabrics. No bleaching required.

Attractively labeled and well packed, it presents a good appearance in your stock and produces good, round profits for you.

Have you featured our Crystal Soap Chips?

The Guelph Soap Co.

GUELPH, ONTARIO

THE STOVE POLISH with a GREAT SHINE

Just as the Zebra is known by its stripes, so ZEBRA Stove Polish is known by its great Polishing quality and intense blackness. ZEBRA appeals to the thrifty housewife, because she recognises that with ZEBRA she can obtain the largest amount of satisfaction with a minimum of work.

ZEBRA

THE STOVE POLISH WITH A GREAT SHINE

ZEBRA sales are constantly on the increase. Those who are stocking ZEBRA will tell you how good it is and how well it sells.

RECKITTS (OVER SEA), LTD.,
122, WELLINGTON ST. WEST,
TORONTO

THE busy housewife will thank you for supplying her with a reliable polish that really *does* what we say it will do—and with so *little effort*. Every tin of BRASSO is a tin of polishing quality.

Are you well stocked? Our advertising campaign is creating a still greater demand for BRASSO—the polish that is the firm friend in every well-appointed household.

RECKITTS (OVER SEA), LTD.,
122, WELLINGTON ST. WEST, TORONTO.

BRASSO

METAL POLISH

The "ULLMAN" ACCOUNT REGISTER

Protects you and your patrons

IT is the simplest practical account-filing register ever put on the market, having built up its success from actual tests in modern business places.

The "Ullman" account-keeping system is your protection against bad accounts, against overdue accounts, against fire. It is your customer's tally on her account; she knows to a cent just how her account stands after every purchase and in knowing she endeavors to keep the account as low as possible always. The Ullman therefore is as much a collecting register as a register of accounts.

With the "Ullman" account register in your store you eliminate the after-hours worry of keeping books, posting, figuring, writing, writing again and re-writing. All the worry is taken out of the grocery business and more time is left to actually promote more business.

With every register goes the "Ullman" fireproof safe, into which the leaves of the register may be transferred in half a minute —safe from fire and water. (See description following).

You can't afford to go on worrying over your business, so write to-day for full particulars of the "Ullman."

The Hamilton Ideal Manfg. Co., Ltd.

HAMILTON, CANADA

NO COPYING, NO ERRORS, NO FORGETTING, ACCOUNTS ALWAYS READY

TAKE the errors, the forgetting, the book-keeping, the worries out of your business and see what you have left—business, good, healthy, pleasant, profitable business, of course, and that in a plenty.

This is just exactly what the

"ULLMAN" account Register

is doing for many a grocery store in Canada. With the "Ullman" there is little or no possible chance for errors to creep in, no possible chance of forgetting to charge anything, no copying from book to book, and no forgetting to make out accounts.

Your accounts are made out right up to the second. Your customers never have to wait for their bills before they can pay.

THE "Ullman" account register is made in different styles to accommodate any size of business.

It is complete with safe and all when you buy it and lasts a lifetime with no extra expense. The price is within reach of all, being sold on liberal cash discount or monthly payments.

It will pay for itself many times over during the first year by relieving you of work and worry and by keeping your accounts straight and discouraging bad pays.

Now is the time to write for full particulars.

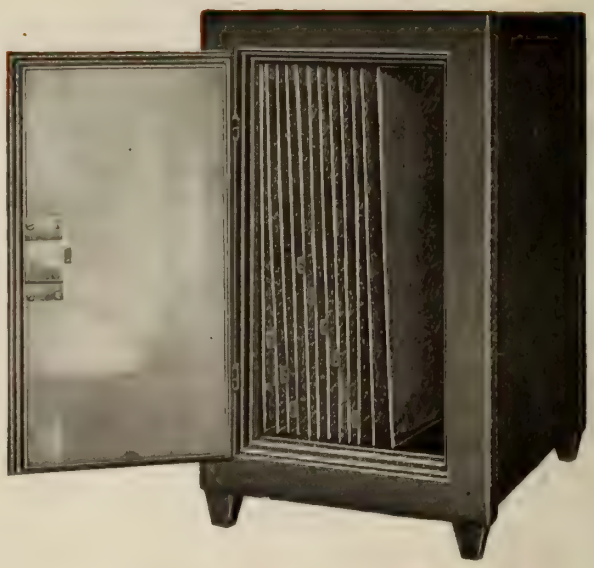
We will ship you an "Ullman" Register subject to your approval.

The Hamilton Ideal Manfg. Co., Ltd.

HAMILTON, CANADA

Your accounts safe from fire and water

The Ullman
SAFE
supplied with the Ullman Account Register



WITH your accounts securely tucked away in the Ullman Safe, your sleep is never disturbed with dreams of fire and loss from accounts being destroyed by fire and water, men's worst enemies.

The Ullman Safe is constructed as follows: It has three steel walls; between the outside and the middle wall is a thick filling of asbestos; between middle and inside wall is air space. The door has triple jambs, which makes it water-proof. We submit the Ullman Account Register, therefore, without any apologies, to the careful consideration and investigation of those who want their accounts kept in an approved and simplified manner, and protected in case of fire. **Full particulars on request.**

The Hamilton Ideal Manfg. Co., Ltd.
HAMILTON, CANADA

Quality in Can and Content

Sanitary Can Company, Limited

Niagara Falls, Ontario

Bordens

the policy that ensures purity in milk products

Leaders of Quality

It is this policy that has made the Borden Products so popular—they have been for years and still are the "Leaders of Quality."

Right from the pasture to the tin, the greatest care is exercised. Our condenseries are located in Canada's best dairy districts and the entire milk supply comes from dairy farmers nearby, whose herds are strictly supervised by Borden dairy experts. The highest standard of sanitation is constantly maintained. All milk must pass the severest tests in butter fat, nutrients, temperature, etc. Is finally put through several purifying and sterilizing processes and is mechanically condensed and sealed in sanitary tins, all ready for your customers.

It is this policy to produce the very acme of quality and purity that has built an enviable reputation for and made The Borden Milk Products the very best sellers.

Something about brands that have given years of satisfaction

Eagle Brand Condensed Milk (the original) is the standard of its kind, an ideal infant food, also meets all requirements for general use.

Reindeer Brand Condensed Milk is also a perfect milk for infant feeding as well as for culinary purposes.

Reindeer Brand Coffee is packed in one-pound tins, containing milk and sugar ready for use. It is the most delicious, most compact, convenient and economical drink

Reindeer Brand Cocoa, a combination of pure cream milk, pure sugar and cocoa.

St. Charles Brand Evaporated Milk (unsweetened) contains a large percentage of butter fat and cream which permits satisfactory whipping. Very delicious with coffee, chocolate, fruits, puddings, cakes, etc.

Jersey Brand Evaporated Milk (unsweetened). For all cooking and baking purposes

Get these lines working for you. They will add prestige and materially increase your profits.

Borden Milk Co., Limited
MONTREAL

Branch Office: No. 2 Arcade Building,
VANCOUVER, B. C.

Greenbank Specialties

MANUFACTURED BY

The United Alkali Company, Limited

GREENBANK WORKS, ST. HELENS, ENGLAND

For Spring Cleaning

LYE. SOLID and POWDERED

GREENBANK LYE, 1 lb. tins.	1 gross lot	$7.50 gross
Solid, 4 doz. per case	6 gross lot	7.00 gross
RED HEART LYE, ½ lb. tins,	20 gross lot	6.75 gross
Powdered, 4 doz. per case	50 gross lot	6.50 gross
RED HEART LYE, 12 oz. tins.		
Powdered, 4 doz. per case.	1 gross lot	9.00 gross

SPECIALTIES

POWDERED CAUSTIC SODA,	Barrels	$0.03¾ lb.
POWDERED CAUSTIC POTASH,	10 lb. tins	.80 tin
CAUSTIC PURE POTASH,	20 lb. tins	2.35 tin

CHLORIDE OF LIME

Metallic Tins.		Retail Price.
¼ lb., 5 gross, $4.00 per gross		$0.40 doz.
½ lb., 5 gross, 5.75 per gross		0.60 doz.
1 lb., 5 gross, 9.75 per gross		1.00 doz.
Packed 4 dozen per case.		
Drums	100 lbs.	.02½ lb.
Drums	25 lbs.	.04 lb.

TERMS: Net, No Discount 30 days, F.O.B. Montreal.
Purest Goods Manufactured.

L. Chaput, Fils & Cie, Limitée

Distributors in Canada

2, 4, 6, 8, 12 & 15 DeBresoles St. MONTREAL.

The "Hobart" Power Plant

at your service instantly every minute *of* the day

With one of the "Hobart" Electric Mills in your store—you have the basis of the greatest money-making proposition ever used in the modern grocery store. It makes possible the *"getting in" on first profits.*

You can, with various attachments (easily and quickly adjusted), make your own Peanut Butter, grind your own Spices, chop Meat, grind Coffee, Bone, Oyster Shells, Poppy Seed, slice Vegetables, saw Bone, sharpen Tools and drive other machinery. In fact you can pay for a "Hobart" Mill in a very short time with the extra profits made possible by its use. This veritable power plant is at your service every minute in the day.

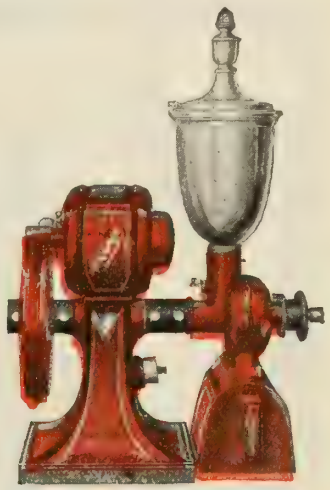
The "Hobart" Mills are made in all sizes and styles from the "Hobart Baby" shown below to the largest pedestal style, varying in capacity from one to twenty pounds a minute.

The "Hobart" Electric Coffee Mills are past the experimental stage—they're right when they leave the factory, being thoroughly tested and stay right because they're built right.

One of the "Hobart" features is the "Automatic Release" which prevents damage to the machine in the event of hard foreign substances, such as nails, screws, bolts, etc., coming in contact with the grinders.

Go after bigger profits with a "Hobart" Mill. "It is better to have a 'Hobart' than to wish you had." Write for our 1914 catalog.

There's a "Hobart" Electric Mill for every need



This is the "Hobart Baby," a small mill that is as perfect in every detail as the largest of the Hobart line. It is giving absolute satisfaction to thousands of grocers with small needs.

The Hobart Manufacturing Company

105 Church Street **TORONTO**

26 Place Jacques-Cartier, Montreal

We can supply you

with highest grade pure jams, jellies, marmalades and Fruits, at prices that are really attractive.

We solicit your inquiries

STUART, LIMITED

Pure Fruit Preservers

SARNIA - ONTARIO

AGENTS:

Dingle & Stewart, Winnipeg **Howe, McIntyre & Co., Montreal**

Angevine & McLauchlin, St. John, N.B.; Truro, N.S., and Halifax, N.S.

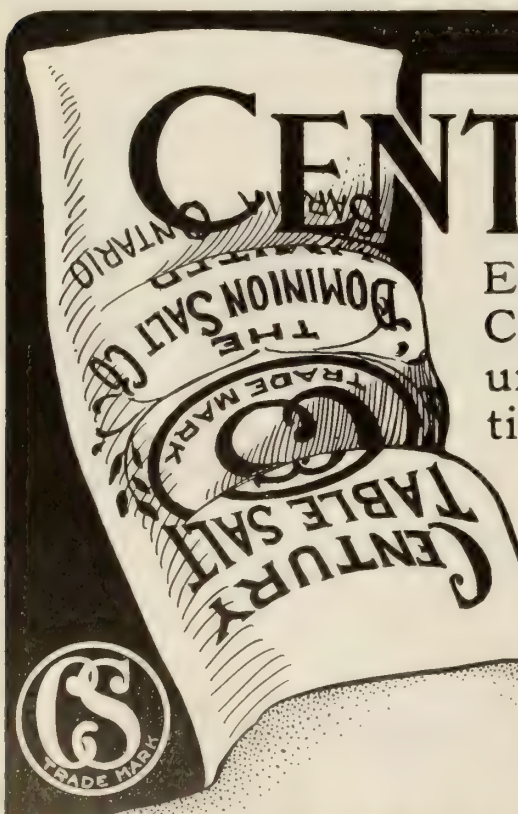
CENTURY SALT

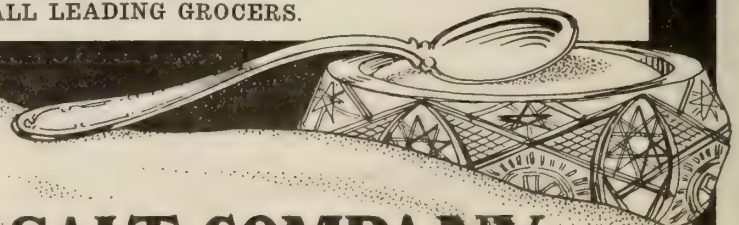
Every step in the preparation of Century Salt for the table is taken under the strictest sanitary conditions—Purity First.

Century Salt is All Salt

All foreign matter is eliminated from the brine before evaporation takes place, insuring a pure white perfect grain, unsurpassed for Table and Dairy use.

AT ALL LEADING GROCERS.





THE DOMINION SALT COMPANY

SARNIA ONT. **LIMITED.**

Sell them by the case

SIMCOE
BAKED BEANS

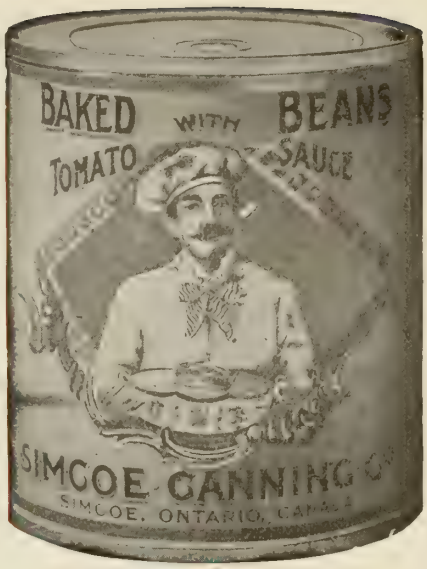
Just like the "Old New England" dish. Every bean is thoroughly baked (not steamed), all ready to serve, either plain or with sauces prepared from fresh, ripe tomatoes and pure spices.

Every new customer of *Simcoe* Brand is a prospective buyer of a case. Keep the case idea before them. Suggest it verbally and with display cards. Point out the greater economy and soon they'll be buying that way.

Put up in sizes to suit all requirements. The profit is always good.

Dominion Canners Limited

Hamilton, Ontario



The real home-made variety.

Furnivall's FINE FRUIT PURE JAM

The kind that turns one sale into many

Made *from* pure fruit and pure cane sugar only

IS different—superior and then plus.

Because the maker has had nearly 20 years of practical experience in Lancashire, Eng. He gets the quality there—the "want more" taste—by using only pure fruits and cane sugar.

Try some of Furnivall's Jam for yourself—its deliciousness will convince you that your customers would appreciate it and buy again and again.

The quality is better, *but* the price is the same as you've been paying. Sell the better jam.

Put up in 5 lb. pails and glass jars. Your wholesaler has it.

Furnivall-New, Limited

HAMILTON, CANADA

AGENTS: Montreal, J. C. Chivers; Ottawa, E. Archdeacon; Toronto, Dane-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Manitoba, Saskatchewan, Alberta, W. H. Escott Co., Ltd. Offices Regina, Calgary, Edmonton. Halifax, B. C. Woodworth, 533 Robie Street; St. John, N.B., W. W. Chase, 79 Paradise Road.

Announcing McLaren's Invincible No-Alum Baking Powder

Years of testing

After years of testing and experimenting with various formulas, we have at last worked out one which we honestly believe to be superior to any powder on the market to-day.

A new formula

We have tested it under every condition which would ordinarily cause failures, and the new McLaren's Invincible No-Alum Baking Powder has proven itself as sure as the Sun.

It is made of the very finest and purest ingredients, the combination of which leaves no harmful chemical residue.

Sure as the Sun

There is absolutely **No Alum** whatever used in McLaren's Invincible **No-Alum** Baking Powder.

Finest ingredients

Every ingredient is tested and weighed before going into a batch of Baking Powder. Every batch is proven by weight twice before being finally proved by the inspector.

No alum No residue

Thoroughly tested

All operations are carried on in moisture-proof rooms, and the powder is sealed and double-wrapped at once, giving it no chance to deteriorate from exposure.

Sealed at once

Moisture-proof rooms

Every package of McLaren's Invincible No-Alum Baking Powder is guaranteed to give absolute satisfaction, and you are authorized to refund purchase price. Put up in tins only, sizes 6 oz., 8 oz., 16 oz. and 5 pounds.

Guarantee

Drop us a line to-day asking for a trial order of McLaren's No-Alum Baking Powder.

McLARENS LIMITED

Manufacturers

HAMILTON CANADA

Old England's Healthful Drink

The most healthful drink of Old England is KOPS ALE, brewed from fine Kentish Hops. It is in big demand in all parts of the world, and particularly in the Daughter States.

Kops Ale or Kops Stout

Will be found the best for luncheon or dinner and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. THEY ARE ABSOLUTELY NON-INTOXICATING. Good for all the year round.

KOPS BREWERIES, London, S.W., England

Grocers' Engineering & Whitmee
Limited

MAKERS OF APPLIANCES FOR THE PREPARATION OF

COFFEE, COCOA, CHICORY

ROASTING
COOLING
GRINDING

Sixty sizes in eight types. Window plants a special feature.
An important matter for which we have efficient appliances.
An unequalled range of grinding mills to meet all needs.

TEA

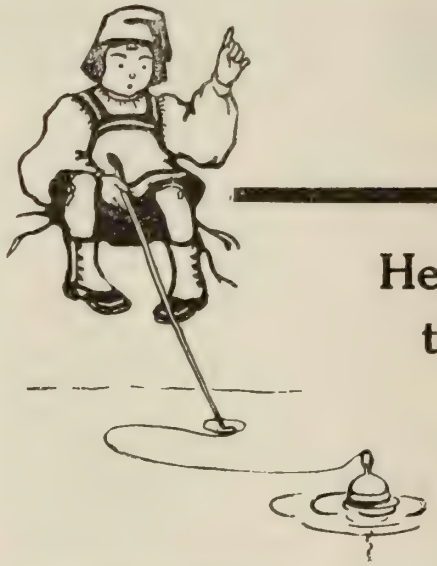
CUTTING
BLENDING and STORAGE
PACKING

The experience afforded by many years' association with the requirements of the trade has improved our original machines, and long use by many of the foremost houses confirms their efficiency and reliability, both in product and mechanical construction.

Fruit Machinery, Powder Mixers, Sifters, etc.

ON H.M. WAR OFFICE AND ADMIRALTY LISTS

Cole Street, Swan Street, London, S.E.



Here's a line that is sure to bring them in

Our **Toasted Marshmallows** will bring in both customers and dollars. They are put up in 5-lb. glass-front tins which make tempting displays and keep the **Marshmallows** fresh right to the very last.
They are a truly delicious confection. Made of very best materials. Every sale means a good percentage of profit for you.

Get our prices on this and other lines of our quality confectionery. We manufacture the highest grade Candy in Canada.

Savoy Candy Co., Limited
TORONTO

Canada's Largest Pickle *and* Catsup Industry

Built on the solid foundation of quality and square dealing

Sterling BRAND

The trade mark that ensures purity

By selling products made in our large, modern and sanitary factory, you give your patrons pure, delicious, high quality pickles, catsups and other fruit and vegetable products.

"**Sterling**" **Brand Catsup** is made of red, ripe, solid tomatoes, picked in the dewy hours of the morning and are immediately passed through mechanical washing, scalding and packing processes, all the natural goodness being retained and improved by the addition of pure spices and vinegar.

"**Sterling**" **Brand Pickles,** in their many varieties: Mixed, Sweet, Sour, etc., stand in a class by themselves. For zesty deliciousness they are unexcelled.

The extent of our trade enables us to control the pickle supply in large growing districts. Our salting stations distributed throughout Ontario are situated right in the midst of the gardens. We get the pick of the crop and pack it right.

Put up in all styles and sizes, including pails and barrels.

It will pay you to get these profit-makers on your selling list. Here are a few more: Lime Fruit Juice, Raspberry Vinegar, Grape Wine (Unfermented), Orangeade, Flavoring Extracts, Marmalade, Jams and Jellies, Sauces, Chow-Chow, Relishes, etc., etc.

The T. A. Lytle Co., Limited

STERLING ROAD TORONTO

"Purity" Table Salt

"The salt that satisfies"

The accompanying cuts of our old and new factories represent the development we have made since taking over this business ten years ago. The new factory is a large, sanitary and well-equipped structure, situated on the Michigan Central Railway and the St. Clair river, both of which give excellent transportation facilities, keeping our freight rates as low as any other factory.

Expand your salt business by selling "Purity" Salt in these packages

Agents: The Lind Brokerage Co., Toronto: Tees & Persse, of Alberta, Limited, Calgary and Edmonton.

"Purity" salt is as its name implies—absolutely pure. It is made in various grades, including fine, coarse, dairy, cheese and table, the latter being put up in close texture sacks and free-running moisture-proof paper boxes, which lends itself admirably to the filling of salt shakers.

Feature "Purity" Salt and Expand Your 1914 Business.

The Western Salt Co.
Limited

COURTRIGHT, ONT.

Agents: Tees & Persse, Limited, Winnipeg, Regina, Moose Jaw, Saskatoon and Fort William.

The modernly equipped plant just being completed

CRYSTAL SUGAR

Our Wallaceburg Factory

Western Representatives

Winnipeg:
Mason & Hickey

Fort William and Port Arthur:
W. F. Elliott
Symes-Telfer Bldg.

Sault Ste. Marie:
J. C. Richardson and Algoma Produce Co.

CRYSTAL SUGAR is made in two of the most modern factories in the world.

When you purchase CRYSTAL SUGAR you are sure of obtaining a purity of from 99.9 to 100%. It is in quality, the best, because it is made from the finest raw sugar obtainable. It is carefully refined, and has the greatest sweetening power possible.

The immense sale of CRYSTAL SUGAR has grown out of the entire satisfaction it has given the consumer as well as the Grocer.

CRYSTAL SUGAR, if given the preference in your store, will increase your profits very materially.

WE can ship the very finest quality of cane sugar, if desired, and we are making a specialty of filling all orders very promptly.

IT WILL PAY YOU TO ENQUIRE INTO OUR PRICES.

Dominion Sugar Company

Wallaceburg, Ontario

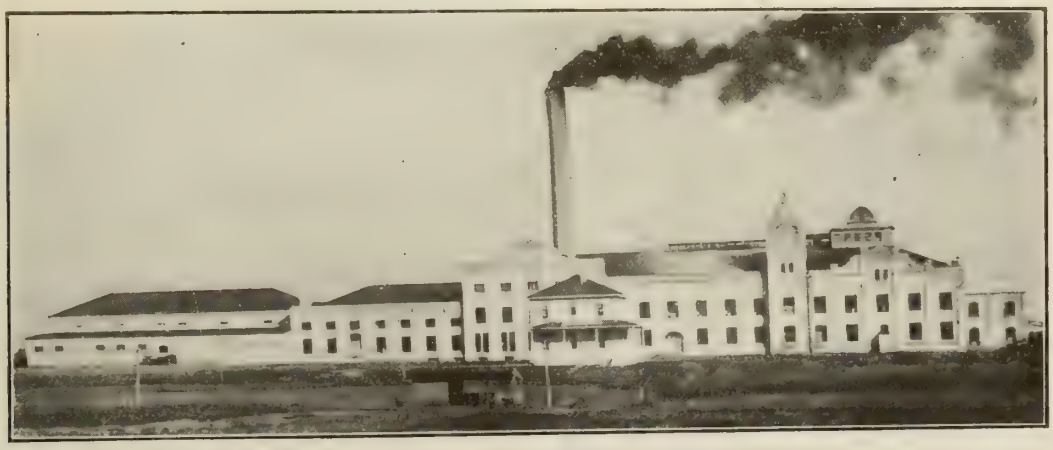
Eastern Representatives

Montreal:
W. I. Story
96 St. Luke St.

Toronto:
T. W. Edwards
81 Front St. E.

Hamilton:
Cyrus King
96 McNab St. N.

London:
Geo. Wood
377 Richmond St.



Our Factory at Berlin, Ontario

CRYSTAL SUGAR

1879

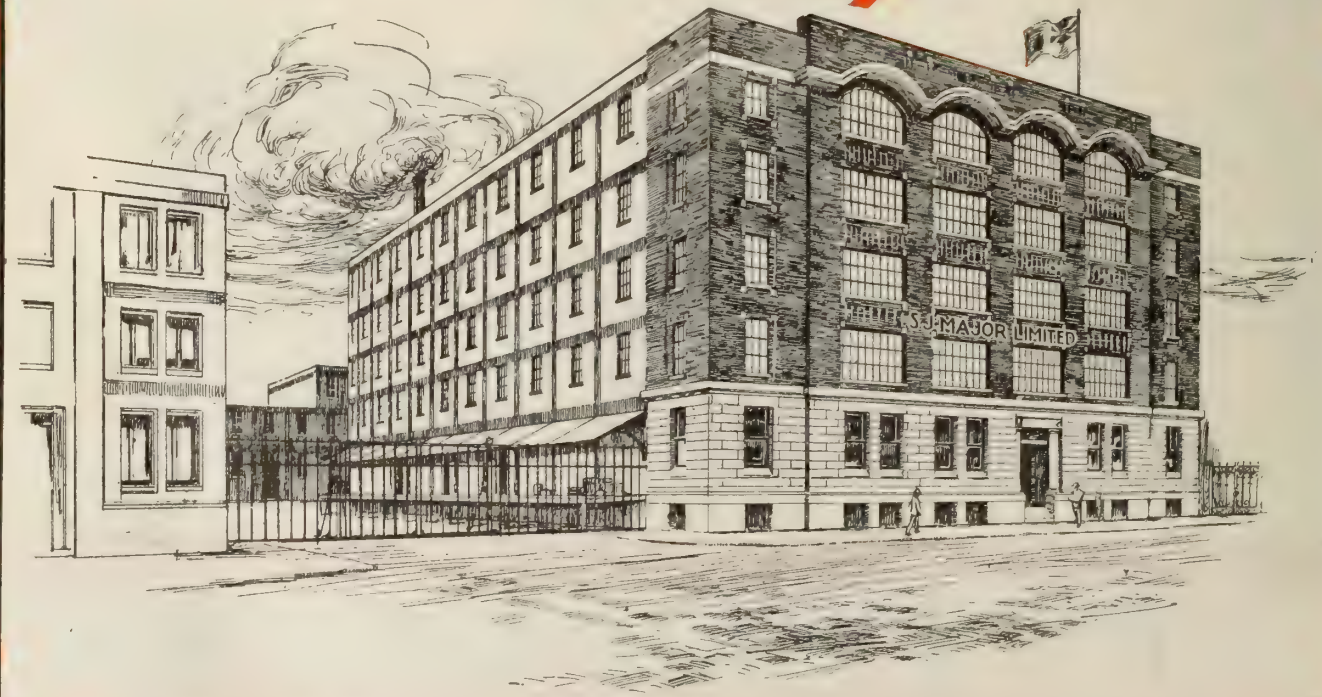
1914

30,000 SQ. FT.
FLOOR SPACE

120,000 SQ. FT.
FLOOR SPACE

S. J. Major, Limited

are moving into their new fire-proof wholesale grocery and liquor warehouse 126-136 York St., Ottawa



Story of the Development of S. J. Major, Limited, Ottawa

An annual turnover of a million and a quarter

Established in 1879,
the wholesale grocery and liquor firm of S. J. Major, Limited, had up to fifteen years ago shown very steady advancement, since when they have jumped ahead in rapid strides, practically doubling their business in fifteen years, reaching in 1913 the million and a quarter turnover mark for the year.

This rapid development
is due largely to their aggressive and broad-minded policy, which has resulted in the necessity for an increase of from 30,000 to 120,000 square feet of warehouse space, with the most modern equipment and facilities for handling easily and quickly their immense turnover.

The warehouse
located at 18 York St., where the late S. J. Major, who was well known throughout the City of Ottawa and district for his business ability, his high integrity and numerous charities, established and conducted this thriving business for so many years, is now replaced by the

handsome new fire-proof structure
at 126-136 York St., near Dalhousie. This new warehouse is built throughout without the use of an inch of wood. It is of reinforced concrete construction, with the front elevation of Indiana sand stone and imported buff brick. The window sashes and doors, etc., are of steel; the iron stairs and two fast electric elevators are enclosed in a fireproof wall, making the entire building absolutely fireproof.

From a local beginning
S. J. Major, Limited, have extended their territory as far west as Sudbury, to the Temiskaming district as far as Cochrane, the north shore (on the C.P.R.) as far as La Chute, along the C.P.R., to Alexandria, the Gatineau Valley, Parry Sound, Depot Harbor and an immediate radius in Eastern Ontario and Quebec of some 75 miles.

With their new facilities—
—the larger warehouse, their increased staff and their representatives covering every part of their territory every month, they will be enabled to greatly increase their already splendid service and give much quicker delivery.

S. J. Major, Limited,
extend to their many patrons and friends throughout the trade an invitation to visit their new warehouse when in Ottawa. Their stock of wholesale groceries and imported liquors are unequalled for variety, quality and value. Take advantage of their better values produced by their ability with their increased facilities to obtain a large turnover at less expense.

R. B. BELDEN, PRESIDENT
ROBERT WOOD, VICE-PRESIDENT GENERAL MANAGER
M. E. STANDFIELD, SEC'Y-TREAS. SALES MANAGER

COMMERCIAL ACCOUNT REGISTERS

LIMITED

178-180 Victoria Street TORONTO, CANADA
PHONE, ADELAIDE 217

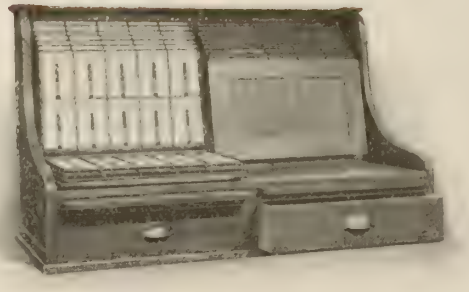
C.A.R. Commercial Account Register **means** $ **to** U

The latest and fastest system

PERFECT PROTECTION C.A.R. SYSTEM

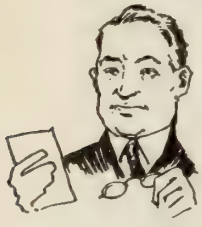
The most complete and accurate system

Accounts are arranged alphabetically and the index cards and account slips are held in place on metal leaves by our famous reinforced flat spring.



You see at a glance 20 names (10 top and 10 bottom). Your eye locates your account immediately WITHOUT the work and loss of time in referring to an index.

We also supply Three Experts---you need them in your business.



Expert Credit Man

First— An Expert CREDIT MAN to give thorough information by which to determine when it is safe to grant Credit.

Expert Accountant

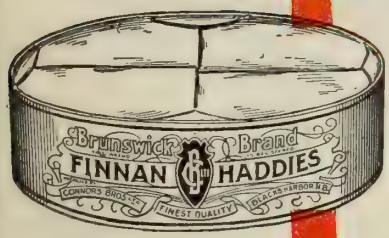
Second— An Expert ACCOUNTANT to give relief from drudgery over books and to keep the accounts continually posted with perfect accuracy.

Expert Collector

Third— An Expert COLLECTOR competent to collect outstanding accounts quickly and to keep accounts from running too high.

We also provide **A COMPLETE ACCOUNTING SYSTEM** that shows **what you owe** and **what is owing to you** daily—showing increase and decrease—also your purchases in proportion to your sales—also your expenditures, your stock and stock record. And all balanced automatically or you know the reason why. This system is worth investigating, and we court investigation and comparison.

Write for booklet and full particulars.



About

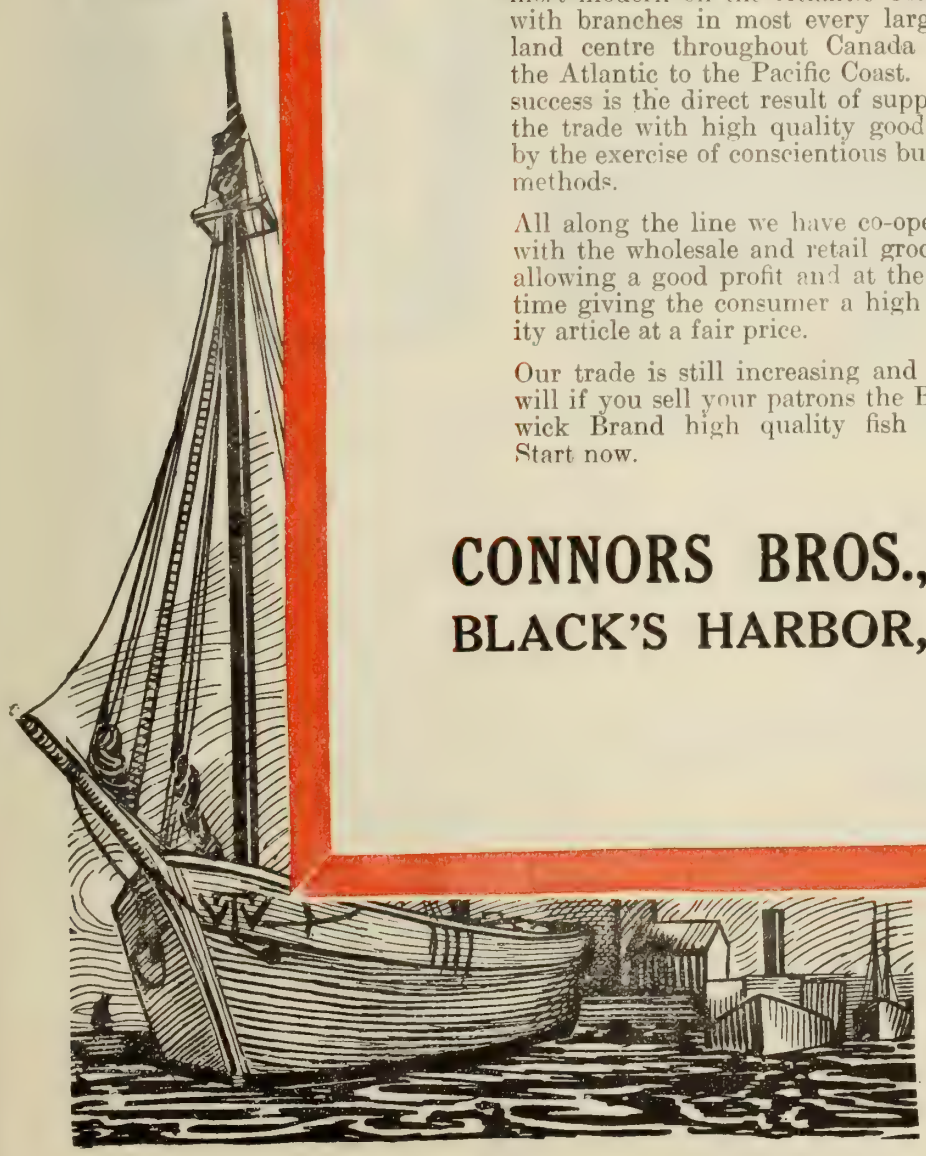
the growth of one of Canada's largest fish industries - - - -

From a small beginning the "Brunswick Brand" fish industry has grown till to-day it is one of the largest and most modern on the Atlantic Coast — with branches in most every large inland centre throughout Canada from the Atlantic to the Pacific Coast. This success is the direct result of supplying the trade with high quality goods and by the exercise of conscientious business methods.

All along the line we have co-operated with the wholesale and retail grocer — allowing a good profit and at the same time giving the consumer a high quality article at a fair price.

Our trade is still increasing and yours will if you sell your patrons the Brunswick Brand high quality fish foods. Start now.

CONNORS BROS., Ltd.
BLACK'S HARBOR, N. B.



THE "CANADIAN GROCER" SAYS:

"The clerk who sells two dollars' worth of goods where but one was asked for is a benefactor to the bank account of his employer."

CANADIAN GROCER CLERKS SAY:

YACHT CLUB
SALAD DRESSING

Is a mighty good article to sell if one would be a benefactor to the bank account of his employer.

It shows the merchant a good margin of profit in itself. It brings additional profit by the sale of profitable fancy groceries and high-grade canned goods—so necessary in the proper preparation of salads.

Consider these points: A woman wants the salad to be attractive in appearance and pleasing to the taste. To make tempting salads she must have the best grades of salmon, sardines, shrimp or lobster — the finest canned tomatoes, peas, beans, peaches, pears—the crispest fresh vegetables and the firmest fruits. You sell all of these in connection with Yacht Club Salad Dressing.

Among your trade the serving of salads is becoming more popular every day. Salads are healthful, wholesome and appetizing. You must supply the ingredients and Yacht Club Dressing for these Salads.

When you urge the sale of Yacht Club Salad Dressing you lay the foundation for an expanded business on many other profitable articles. It is a leader that the clerk who wishes to sell two dollars' worth of goods where but one is asked for should bear in mind always.

Distributors to the Trade in Ontario, Quebec and Maritime Provinces,

W. G. Patrick & Co., Limited

Toronto, Ont. **Montreal, Que.**

TILDESLEY & CO., 350 No. Clark St., Chicago, U.S.A.

20 OZ NET WEIGHT
YACHT CLUB
TRADE MARK
SALAD DRESSING
AND
COLD MEAT RELISH.
UNEQUALLED FOR LOBSTER SHRIMP, CHICKEN AND ALL SALADS.
PREPARED FROM THE BEST AND PUREST MATERIALS WILL KEEP GOOD IN ANY CLIMATE.
None genuine without above Trade Mark and Signature of
PACKED FOR
Tildesley & Co
CHICAGO, ILL.

YACHT CLUB
SALAD DRESSING

Is an incomparable dressing for vegetable, fruit or combination salads—adds a delicious savour to cold meats or fish — puts a "snappy" tang in cheese and egg dishes—every one of the hundred ways Yacht Club Salad Dressing can be used is a good way.

On the market 30 years—sold the world over—sales larger every year—aggressively and consistently advertised—a steady seller the year 'round. Place your order for Spring requirements to-day.

W. G. Patrick & Co. Limited

Head Office: Toronto

Branches:

Montreal Winnipeg Vancouver

The Quality Brand Pre-eminent.

We sell and import representative lines, the products of the most prominent European manufacturers of fancy groceries.

W. G. PATRICK & CO. LIMITED

THE
NEW HOME OF QUALITY PRODUCTS
Increased Facilities - Better Service
and
THE BEST FROM EVERY LAND

A Line to us and our Salesman will call - he is studying your requirements

51 - 53 WELLINGTON ST. W.
TORONTO
BRANCHES,- MONTREAL, WINNIPEG, VANCOUVER.

CONFIDENCE

It was a wise merchant who dug out from his experience in the University of Hard Knocks the maxim that "Confidence is the basis of successful business." Does not it come home to you when you reflect that the goods going out of your store daily are either winning or losing the confidence of your customers in YOU?

¶ If you would broad-base your trade in Laundry Blue, Stove Polish, Floor Wax, and Metal Polish on Confidence—if you would sell goods that bring customers again and again to your store, fill your Spring-cleaning window with

OCEAN BLUE

¶ The Laundry Blue in the dainty 5 cent packets which the housewife values for its whitening and brightening qualities. Every sale is a sale of satisfaction. The demand is sure and increasing and attractive packages help your sales.

GIPSY STOVE GLOSS

¶ GIPSY will secure the trade of the people who are difficult to please, because GIPSY is the quintessence of quality. So good that it is frequently recommended to the friends and friends' friends of a GIPSY Customer.

LINOLEO

The Modern Floor Wax.

¶ Sells at popular prices and carries quality and utility to a point never reached before. A necessity in every home. Used all the year round, but in larger quantities than usual at this season

GLOSSO

The One-Minute Metal Polish

¶ Every tin of GLOSSO you sell is an introduction to better business. It frequently turns casual into regular customers and never fails to bring repeat orders. Keep good stock always handy.

Ask your Jobber, or write direct to

HARGREAVES (CANADA,) LIMITED,

Dept. A, 33, FRONT STREET, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary, Edmonton. For British Columbia and Yukon: Donkin, Creeden & Avery, 117, Arcade Building, Vancouver, B.C.

GAZELLE GOODS

"The Quality of Gazelle is not Strained"

EVERYWHERE EXCEL

It's The Link

Between **GAZELLE** and the institution it represents which we wish to explain.

The gazelle is noted for its freedom of movement, and this freedom is, in a sense, reflected in the freeness and liberality of the firm.

Its gracefulness amounts to a nicety, which has its counterpart in the courtesy extended by the firm to its clientele.

"The proof of the pudding is in the eating"

Hudon, Hebert & Cie., LIMITED

Established A.D. 1847

MONTREAL

THE MOST LIBERALLY-MANAGED FIRM IN CANADA

Right Now

YOUR sales of canned goods should be increasing. The prices are the lowest they have been for years. Let us replenish your stock with **TARTAN BRAND**—the brand that has stood the test of years—it cannot be beat for quality and purity.

Introduce the **TARTAN BRAND** to your customers—they will appreciate your regard for their interests.

The majority of "quality" grocers from Hamilton to Vancouver handle the TARTAN BRAND. Are you one of them? It will pay you to get into line.

Book 1914 Canned Goods with us. We will protect you fully.

Tartan BRAND

THE SIGN OF PURITY

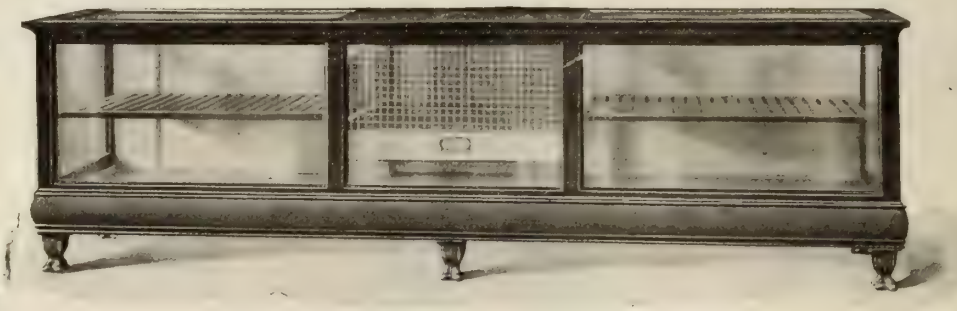
Groceries, Spices, Canned Goods, etc., etc., etc.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON, ONT.**

JAPAN TEAS

Furuya & Nishimura

The ARCTIC Silent Salesman



A Handsome Store Fixture

This case, No. 984, is a world-beater. It is a handsome fixture as well as a necessary economy in showing perishable goods. Made in 6, 8 and 10 ft., raised on sanitary legs, has a perfect dry cold circulating air system.

Catalog sent on request.

John Hillock & Co., Ltd.
TORONTO, ONT.

Agents:—Quebec and Maritime Provinces: Wolf, Sayer & Heller, Montreal. Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask.

Your customers are buying H.P.—SOMEWHERE

It's short-sighted policy to send good customers elsewhere. Are you supplying them with H. P. Sauce? It sells freely—shows a good profit, and brings you a permanent and growing business. Try a bottle on your own table and you will see why it's selling so freely.

W. G. Patrick & Co., Limited, Toronto,
R. B. Seeton & Co., Montreal, etc.
The Midland Vinegar Co., Halifax, N.S.
Birmingham, Eng. Ltd.,

H.P. SAUCE

QUALITY FIRST

has always been the motto of the Clark establishment and the enormous and rapidly increasing demand for Clark's PORK and BEANS is undoubtedly due to the care exercised in their preparation.

Clark's Pork and Beans

are your best sellers.
They are known and appreciated by the consumer.
They are advertised in a manner calculated to hold and increase your sales.
Prices to dealer and consumer are right.

CLARK'S ARE LEADERS

W. CLARK, LIMITED, Montreal

—it's the partner of Chinese Starch

Chinese Washing Powder

QUANTITY JUST AS GENEROUS TOO

A washing compound selling at half the price of all others, containing almost double the quantity and producing the snowy white on all linen which makes for complete satisfaction.

8 ozs. for
5 cents.

Compare
quantity with
that
of others.

The only
powder with a
perfume,
imparts that
delicate
aroma which
has made
Chinese Starch
so popular

NON-INJURIOUS

We positively guarantee quality, and authorize any dealer to return the goods at our **expense should he feel dissatisfied.**

IT'S THE GOOD OLD POLICY—GENUINENESS

Also Manufacturers of
OCEAN CORN STARCH.
OCEAN BLANC MANGE.
OCEAN EXTRACTS.
OCEAN BORAX.
OCEAN SODA.

Ocean Mills
Montreal, P.Q.

Also Manufacturers of
OCEAN SPICES.
OCEAN BAKING POWDER.
FRENCH MUSTARD.
SELF-RAISING FLOUR.
LIQUID BLUE.

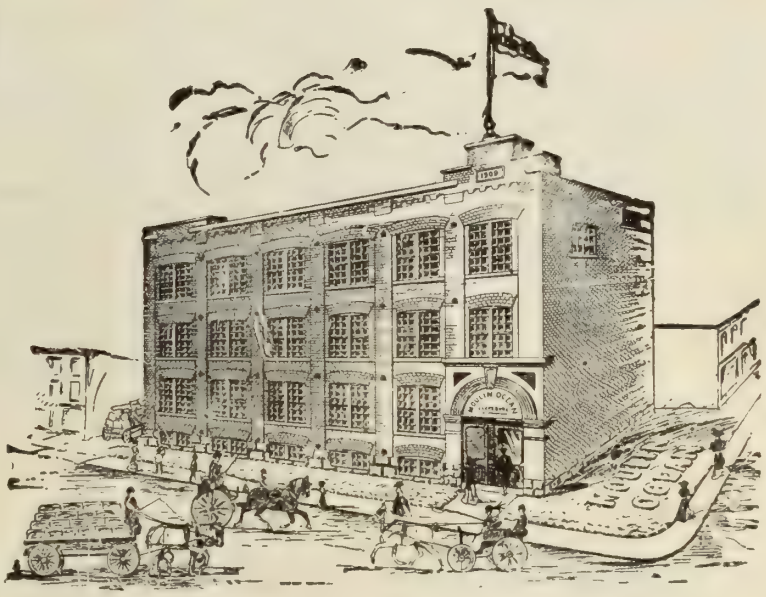
From a wash-tub to the finest factory of its kind in Canada

Sketch of the Ocean Mills Success

In 1889 Mr. O. Lefebvre, having begun the manufacture of baking powder in a very small way, was advised to work on a formula for a good laundry starch. This he did so well that the wash-tub which served the purpose as a mixer had to be discarded and "Chinese Starch" fast became more than of local fame.

Its sale grew, and along with it the other Ocean Mills Products until the demand became so great that the large and well-equipped factory here shown became necessary. In 1909 it was completed, and since, under the guidance of the founder's son, Mr. E. Lefebvre, it has almost reached its capacity.

Quality and service have been the keynote of Ocean Mills success.



The Ocean Mills

THE new Ocean Mills factory is the logical outcome of 25 years of giving the public service and the right goods.

It owes its foundation to the first successful batch of Chinese Starch mixed in a wash-tub in the Lefebvre home.

This factory is the finest of its kind in the Dominion, being fitted with the most modern appliances for the manufacture of the various Ocean Mills products. It is sanitary, clean and light, which is conducive to better work, better service, better goods.

O. Lefebvre,
Founder

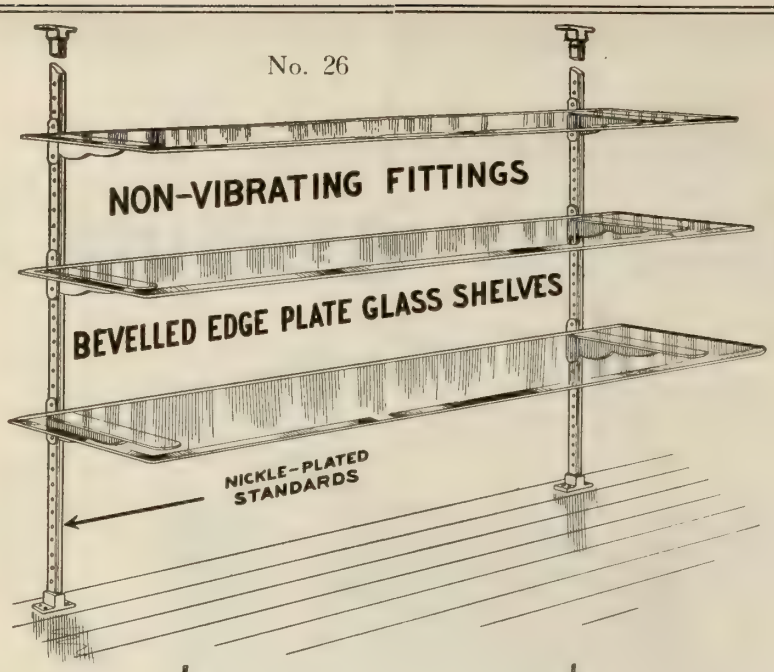
See the opposite page for the latest discovery in Washing Powder.

Ocean Mills

MONTREAL, P.Q.

E. Lefebvre,
Manager

No. 26



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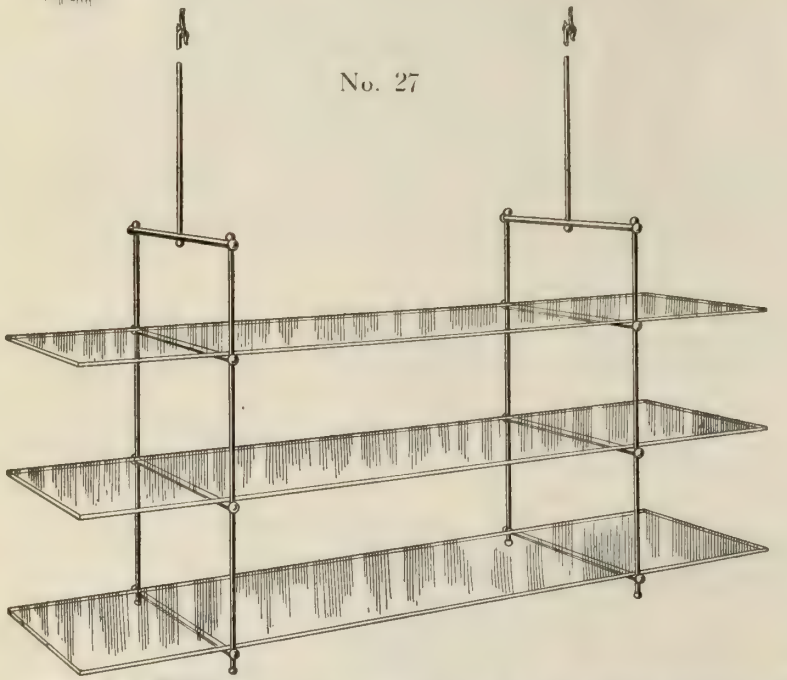

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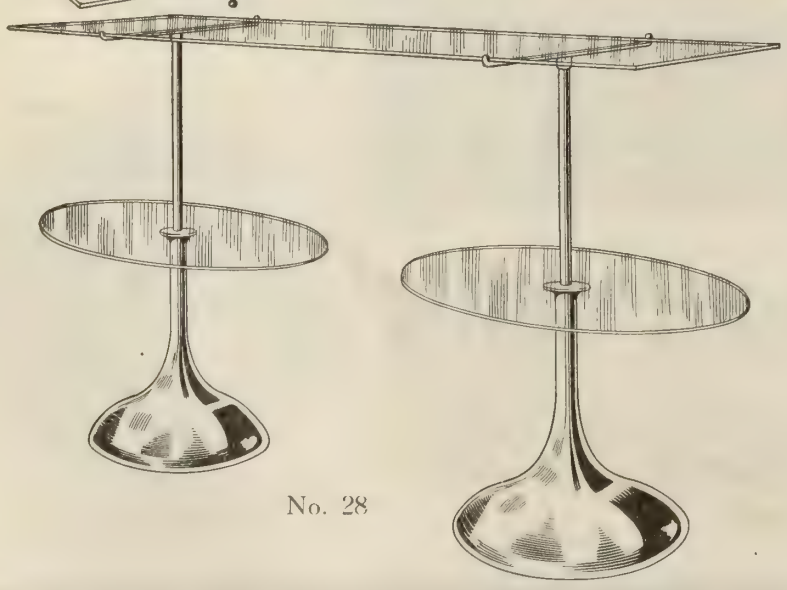


Study the Artistic Display of Your Goods

The importance of employing systematic methods for the attractive display of your goods cannot be too strongly emphasized. A window display should serve as a reflection of the interior of the store.

Lay out your goods in such a way that your customers can take in at a glance the nature of your stock.

The accompanying illustrations show three of our modern fixtures for displaying goods to their best advantage.

No. 26
THIS FIXTURE COMPLETE ONLY $45.00

Absolutely no vibration. Will fit any window, giving you three glass shelves, size 48 x 16, 46 x 14, 44 x 12. Prices on application for special sizes. See over. Send height from floor to ceiling when ordering.

No. 27
PRICE COMPLETE, ONLY $21.50

This fixture can be used in the window or in the interior of store over counters, etc. It is made of nickel-plated brass, and enables you to raise or lower each shelf to the exact height required, giving you three plate-glass shelves 42 x 10, polished edges. Send height from floor to ceiling when ordering.

No. 28
PRICE COMPLETE, $21.00

This handsome fixture with bold nickel-plated base and stem, giving two oval plate-glass shelves 18 x 10; one long shelf on top 42 x 10.

The Showall Window Fitting Company, Ltd.

67 William Street, BRANTFORD, ONT.

Get the most out of your store space!

Every foot has a money-making value. Cut down your waste space—remove the unsightly mass of boxes, baskets, etc.—display your goods scientifically with the modern **Walker Bin Fixtures.** They save 25% of your floor space, improve your service 100%—make selling real pleasure. Customers enjoy shopping in the store equipped with these modern and sanitary fixtures.

Displays with a "Walker Bin" System have a strong pulling power—they make the customers buy. They pay for themselves in a short time.

We manufacture the best in show cases and refrigerator counters. Write for illustrated catalog and estimates.

Walker Bin & Store Fixture Company, Ltd.

Berlin, Ont.

Representatives: Manitoba, Watson & Truesdale, Winnipeg. Sask. and Alta.: North West Specialty, Saskatoon, Sask. Vancouver: Western Plate Glass Co., 318 Water St. Montreal: W. S. Silcock, 33 St. Nicholas St. Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

A Peep Into the Modern Home of Diamond Candies

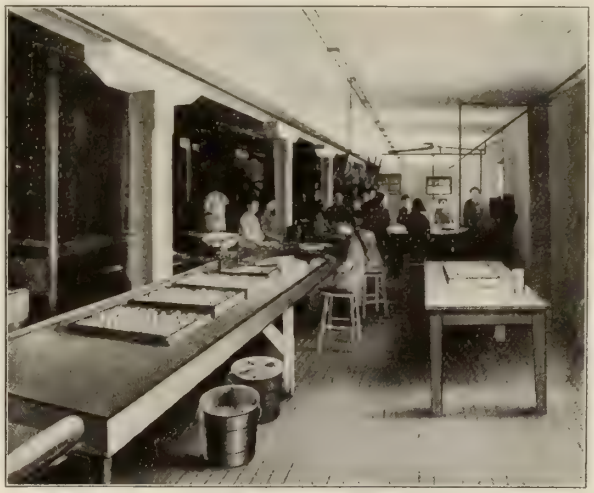
An Interesting Story of Growth.

THE photos reproduced here were taken recently at the large plant of Sugars & Canners, Limited, Montreal, and will give a good idea of the system and cleanliness prevailing in every corner of the home of Diamond confectionery. Some manufacturers in Canada to-day are quite content to run along with the machinery which did duty in the early days of their business, not having an eye to improvements but rather leaving it to the dealer to make the best of the goods and, if he is not pleased, to simply take on some other line which he fancies. This class of manufacturer does not take thought for the future, does not realize that through a process of elimination his clientele will naturally diminish, and it is due to the farseeing policy adopted by Sugars & Canners that their products owe such a wide distribution and are such favorites with all the good grocers.

Years ago the first batch of goods left the factory and the salesmen who then called on the trade were advised that their whole story to the trade should be based on the motto—"Good goods, liberal terms, and exceptional profit backed by absolutely honest dealing." That this plan has not been varied is evidenced by the success of the firm since its early days, and it is pretty safe to say that the trade in general can still rely on high-class goods and a square deal. A grocer in Ontario once remarked that he liked to deal with Sugars & Canners Limited, because they have "something new all the time."

This is one of the chief aims of the firm—VARIETY. They realize that tastes for sweetmeats vary just as fashions. That is the reason why Sugars & Canners are always planning the addition of some special lines, and while the older specialties have not lost any of their popularity, still the newer ones are gradually gaining on them, so that before very long the reputation enjoyed by the old will also be shared by the younger. A small investment on the part of the dealer will very soon drive home the importance of the confectionery department and the large amount of money to be made from it.

Not only is this firm the leader in the manufacture of candies, but a very important business in all Maple Products has been built up and the choiceness of Diamond Maple Syrup and Twin Block Maple Sugar has been proven by the large and increasing demand. In keeping with the policy of the firm, which is in every instance to safeguard the interests of the trade, the knowledge that a guarantee of purity is necessary on every package of maple syrup to protect the dealer, led Sugars & Canners to attach a special seal on each tin bearing their name, and at the same time to stamp as genuine, by a special mould, every block of pure maple sugar leaving the premises. There is not only the satisfaction arising from generous profits in handling these goods, but also the knowledge that a customer in purchasing them is receiving full value.



Sugars & Canners' Candy-Packing Room.

Sugars & Canners' Mogul and Starch Room.

Sugars & Canners' Shipping Room.

TEAR OUT

This Page and Mail

SMALL INVESTMENTS. LARGE PROFITS.

"DIAMOND" CONFECTIONERY

Stands out prominently as a leader, both in quality, profit and appearance, and an immediate investment will result in a steady flow of business

SUGARS & CANNERS, LIMITED,
Montreal.

Please Ship:

1 case Twin Block Maple Sugar, 48 blocks to case	$ 3.60
1 pail Maple Cream Hearts, 18 lbs.	2.40
1 pail Maple Smacks, 15 lbs.	2.00
1 pail Nutty Creams	2.40
1 pail Mint Buttons	2.20
8 half-gross boxes gross goods, best sellers	4.00
	$16.60

Name .....

Address .....

FRUITY CREAMS.
17-lb. pails, per pail, $2.40.
Sells at 25c per lb.

MAPLE CREAM HEARTS
18-lb. pails, price per pail, $2.40

YOU POSITIVELY CAN SELL PAILS

of these candies if you will put in a trial lot. They are different from all others, and the marked difference has been appreciated by consumers. We know that and the trade says so.

NUTTY CREAMS
Sells at 25c per lb.

BRING ORDERS TO-DAY, REPEATS TO-MORROW.

MAIL IT

FREIGHT PREPAID TO ANY POINT IN ONTARIO, QUEBEC AND MARITIME PROVINCES.

IRISH MILK

From Ireland

Swiss Dairy Brand sweetened condensed milk in SIXTEEN-OUNCE TINS, at $3.85 per case of 4 dozen tins delivered in Ontario and Quebec.

KIRKWOOD & SONS

176 Dupont Street **Toronto, Canada**

Controllers for America

You Need a Barr Account Register in Your Business--It Means Money to You!

Counter Cabinet Style Closed

SPECIAL NOTICE.

The Barr Register is a bona fide Canadian invention fully protected by valid patents. There never have been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary.

We make this announcement as we understand that some merchants have been imposed upon and induced to buy other account registers through such talk.

Signed, BARR REGISTERS, LIMITED.

¶ Get ahead of your credit accounts, stop night and Sunday work—instal a Barr Account Register. With each purchase give your customers a full statement of account and complete your bookkeeping—at one writing.

¶ When a customer comes to your place of business prepared to pay account it will not be necessary to make the excuse that it is not "made out"—The Barr Account Register statement is always ready, complete to the last purchase.

¶ A Barr Account Register will pay for itself in actual time-saving—we can prove it. There are many exclusive features in the Barr Register which make it the most convenient, quickest to operate and the most practical for your business. Built in counter cabinet design and floor cabinet design (combining desk, account register and filing cabinet). We will gladly furnish full details on request. **WRITE TO-DAY!**

Barr Registers, Limited

Trenton, Ontario

Great Britain: Head Office, Dacre House, 5 Arundel St., Strand, London, W. C. Factory, Birmingham, Eng.

Barr Registers will be Demonstrated at Business Show, Arena, Toronto, Apr. 23-29.

Lawrason's Cleaners
are household necessities

Prices as follows:

Snowflake Ammonia, 10c packets	$2.15
Snowflake Ammonia, 5c packets	1.35
P. L. M. Borax, 5c packets.	1.35
Snowflake Washing Soda, 5c packets	1.35
Snowflake Bath Powder and Water Softener. 1 case 12 25c packets	2.25

ORDER FROM YOUR WHOLESALERS.

Lawrason's Snowflake Ammonia is not only a thorough and efficient cleaner but it is a disinfectant and water softener—an indispensable aid to every housewife. It sells to nine out of every ten customers who want a good cleaner. Its low price makes it popular.

So sure are we of its high quality and great cleansing power that we back it with a $500 guarantee that it is unsurpassed in cleaning power by any similar powder on the market.

Lawrason's Snowflake Bath Powder makes the bath a refreshing delight. It is perfumed and antiseptic—softens hard water.

We guard your profit

Certain household requisites are put for sale in large and departmental stores at a reduced figure that knocks out the living margin the retail grocer should get. Our policy has always been to protect the retail grocer who handles our product, thereby allowing him the full profit on all Lawrason lines.

We are also working a strong co-operative plan with both consumer and retailer which is creating still greater demand.

Write for full particulars. Most any wholesaler can supply you with the Lawrason lines.

S. F. Lawrason & Co.

LONDON, ONTARIO

Frank H. Wiley, 757 Henry Ave., Winnipeg, distributer for Manitoba; D. J. McLeod, 102 Purvis Block, Edmonton, Alta., distributer for Alberta; Howe, McIntyre Co., 91-93 Youville Square, Montreal, distributer for Quebec; J. Hunter White, St. John, N.B., distributer for New Brunswick.

Ask Our Distributors:

Campbell Brokerage Co., 847 Beatty St., Vancouver, B.C.
Fenwick & Hendry, Kingston, Ont.
Lance & Culp, 508A Dundas St., Toronto.
F. Roberge, Ottawa.
Watson & Truesdale, Winnipeg.
W. H. Lyne Usher, 250 South St., Halifax, N.S.
E. Lacroix, N. Sydney, C.B.

GILMOUR'S

"The Same Tin With New Goods From New Firm"

10 CENTS

A Newer Surprising Quality

**WITH SUFFICIENT GRIT FOR USEFULNESS—
NOT ENOUGH FOR UNPLEASANTNESS**

10 CENTS

There is new blood in the Gilmour firm now, there is a determination to produce a first-class line and that determination has already borne fruit. Get a trial [illegible] and you'll believe it.

We have cut down our own profit, simply to improve quality, but yours is still there and easier to get, owing to improvement; so we deserve your co-operation, and seek it.

We prepay freight to all points East of Port Arthur on two gross lots and over and allow regular discounts, so that you can buy as cheap as Montreal dealers.

THE GILMOUR COMPANY, 670 Papineau Avenue, MONTREAL

Warehousing Facilities in Ottawa

For the safe storage of General Merchandise and Household Furniture as offered by the Dominion Warehousing Company are the best procurable. Direct connection to all railways, with tracks at the door, convenient to steamers, fireproof buildings, low insurance—in short, modern in every particular.

Centrally located and doing the largest business in Ottawa valley.

Excise—Bond—Free.

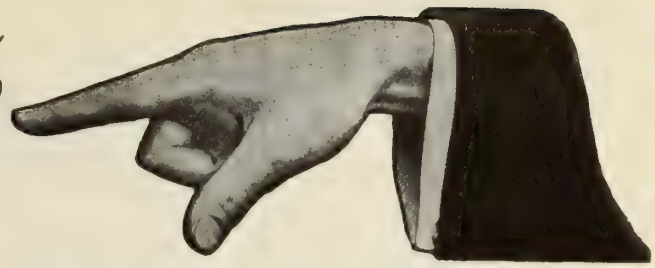
Write for low rates.

Dominion Warehousing Co., Limited

46-56 Nicholas St. OTTAWA

J. R. ROUTH, Manager

60%



Mr. Merchant:—

Are you satisfied with your present success?

If you are, nothing that we can say will interest you—

If you are not, we know that our past achievements for others will **COMMAND** attention.

We believe that no merchant has the right, nor can he afford, to be satisfied with present success, no matter how great it may be.

We have devoted many years of thought, energy and ability to securing what we consider the Greatest Specialty in the Candy line ever placed on the Canadian market.

"CHOCOLATE BORDO" is its name.

"BORDO" is a **SINGLE** line of chocolate (not assorted). Just one style, **ONE FLAVOR**, but that's where the success lies; the unique filling and flavor that have never been equalled.

Our own success in selling this specialty has come solely as a result of the success that we have ensured for retailers featuring it. Our success has depended on **"CHOCOLATE BORDO"** ability to increase the success of others.

We are pleased to say our success has not been a small one.

Hundreds of merchants all over the Dominion are reaping splendid profits selling **"BORDO"**—They are not satisfied with old general lines of chocolates, handled by everybody. They want a leader.

Now we want a chance to **show you** how **your** trade can be increased. This will cost you nothing, and will commit you to nothing.

Unless you are a self-satisfied merchant you cannot afford to pass by this opportunity of investigating a specialty that has proved so profitable to others.

You can't lose on **"BORDO."** It allows 60% profit.

The Montreal Biscuit Company

"The Originators" and Manufacturers of

"Sweets that Satisfy"

MONTREAL

Please your customers and secure their satisfaction with

GILLARD'S PICKLE

A most delicious condiment

BY APPOINTMENT

APPETIZING
DIGESTIVE

COMMANDS ROYAL PATRONAGE

MADE IN ENGLAND

Agents:—Mr. R. S. McINDOE, 54 Wellington St. East, TORONTO.
Messrs. HARRISON & SON, 386 Mance St., MONTREAL.

Our Plan Will Get You a Lot of Ready Cash and do it Quick

WARNING! Brenard Mfg. Co. is not operating under any other name. We have no branches. Other firms claiming connection with us misstate facts. **We have a few imitators but no competitors.**

It is a plan that will force sales at full prices, even in the face of the cut price sale by your competitor.

S. P. ROGERS

Brenard Mfg. Co.
Iowa City, Iowa.

Gentlemen:—We have finished with your plan and wish to say that it was a success in every way, even better than we anticipated.

With your collection feature we were able to collect old accounts that we considered lost. We think the special sales plans have no equal for disposing of goods rapidly at regular prices. For with your systematic plans it will work anywhere. All that is necessary is to have the goods and be where there are people, follow your instructions and it sure is a winner.

We are very thankful to your salesman for offering it to us first, and will say you need not look for another customer here, as we will take your new plan in the near future.

Yours truly,
S. P. ROGERS.

YOU CAN USE THIS PLAN TO THE EXCLUSION OF COMPETITORS

If you desire to use our plan in your town, let us hear from you, as any delay on your part may mean that your competitor will already have secured the exclusive right in your town. For quick action, telegraph,

BRENARD MFG. CO., Iowa City, Iowa

ESSEX BRAND CANNED GOODS

FROM

The Sun-Parlor of Canada

With our well-equipped factory conveniently situated in the centre of a vast area of the most fertile and productive gardens and orchards in the Dominion, we get the choicest pick always.

Every facility for the preparation, preserving and canning of the various Vegetables and Fruits is installed in our factory to insure high quality goods being produced.

By ordering "Essex" Brand goods you are insuring yourself against dissatisfied customers.

A trial shipment will back up our claims

We protect the quality of "ESSEX" Brand canned goods from the moment they are picked until they leave the factory. We employ only trustworthy people, who have the interest of "Essex" Brand at heart, and who aim at making the little town of Essex famous by her canned goods.

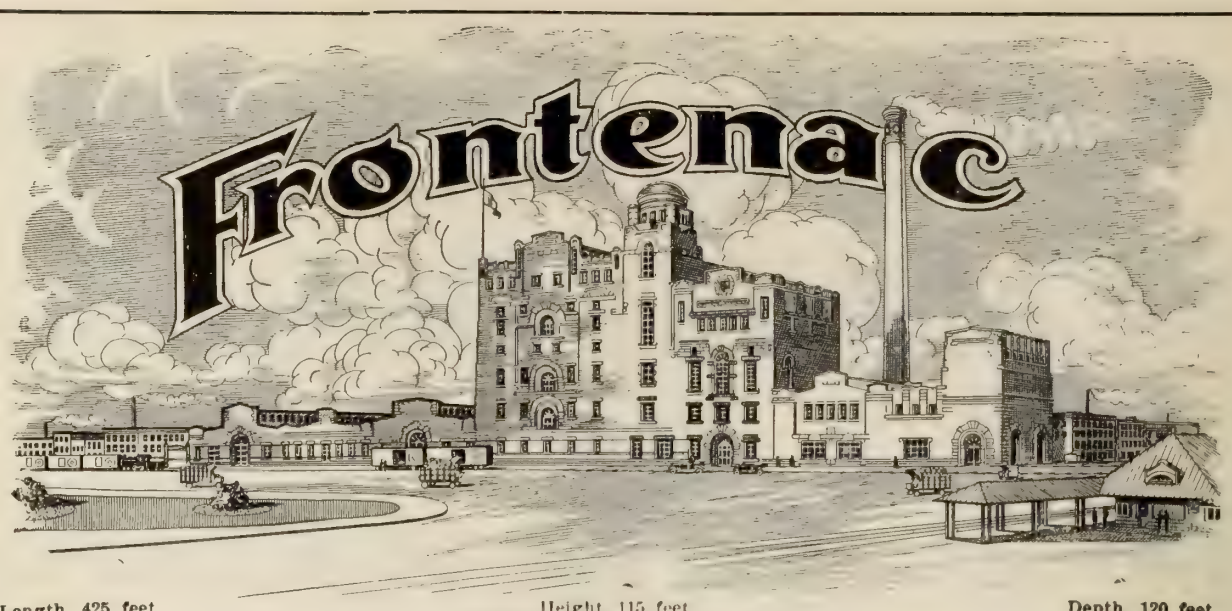
ESSEX BRAND is fast making a name for itself with the Grocers of Canada and their patrons.

Let "Essex" Brand help to expand your 1914 business. The QUALITY is there to do it.

Stock a few lines and try them out.

The Essex Canning and Preserving Company, Limited

ESSEX **ONTARIO**



Length, 425 feet. Height 115 feet Depth, 120 feet.
Capacity: 200,000 Barrels a year.

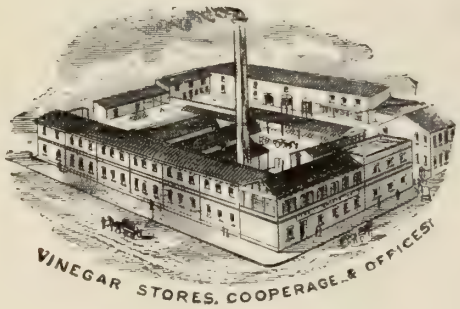
THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Frontenac Beer is Selling

Have you a stock? The new ½-doz or full dozen cardboard package enables customer to carry it home under the arm. An idea appreciated both by latter and retailer.

Canada's Largest Brewery wants to do business with you.

THE FRONTENAC BREWERIES LIMITED, MONTREAL


VINEGAR STORES, COOPERAGE & OFFICES

Mr. W. E. Wigmore
(Special Representative)

BREWING DEPT. & GRANARY

PRELIMINARY NOTICE

During April, May and June our Mr. W. E. Wigmore, straight from the Old Country, is visiting all centres east of Winnipeg.

He is bringing special low quotations for our **guaranteed Pure Malt Vinegar** and High-grade Sauces for Summer delivery. It will pay you to inspect his samples and hear what he has come across the "herring pond" to tell you.

Let us get into touch. Your letter heading pinned to this advertisement and addressed to us will bring our representative straight to you.

FARDONS' VINEGAR CO., LIMITED

BIRMINGHAM, ENGLAND

Pure Malt Vinegar Brewers and Manufacturers of Worcestershire Tomato and Fruit Sauces.

RICE

Mr. Wholesaler—We can save you time, worry, money

BY SHIPPING DIRECT TO RETAILER

There is no necessity for your carrying a stock of rice or having to handle it twice, when, by turning your orders over to us, we ship direct to your customers, thereby saving you time, worry and money. You act as order-taker, we will do the shipping.

We are exclusively rice millers, and as such can offer fresh goods and quick service.

It will pay you and your customers to adopt the "From Mill to Customer" idea in ordering rice. Start to-day and talk this direct service to the retailer.

Everybody push rice and help reduce the cost of living

Mount Royal Milling & Mfg. Co.

D. W. ROSS CO., Agents

MONTREAL

THE KING

from Holland knew what he did, when he granted the

Royal Rice Mill

WESSANEN & LAAN
Wormerveer
Holland

the permit to carry

The Royal Crest,

as their

Oiled JAVA
SIAM
PATNA
JAPAN

are the Acme of Rice Standards.

ASK FOR PRICE AND SAMPLES

AGENT:

Henri de Leeuw

28 Front Street East
TORONTO

Also representing:—

S. de Leeuw & Zonen's Exporthandel, Amsterdam, Holland.

Jose Romany Aranda, Denia, Spain.

Georgiades & Co., Patras, Greece.

A. Capponi, Smyrna, Asia.

Paul Tranoy, Tourcoing, France, largest toilet soap factory in the world.

And others.

GRAB!

every opportunity of specializing; in other words, associate your name with lines which have proven their value over a long stretch of time. You simply add to your reputation because the reputation of the lines themselves put you in a recognized position.

Such is the opportunity offered you by

COOK'S FRIEND
THE
COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

50 years

and more of

Independent Success!

For recognized quality without the fancy price

Cook's Friend

has been the leader for over half a century.

COOK'S FRIEND

"The good old-fashioned stuff"

Made by

The Baking Powder Specialists

W. D. McLAREN, LIMITED
MONTREAL

—*the package*

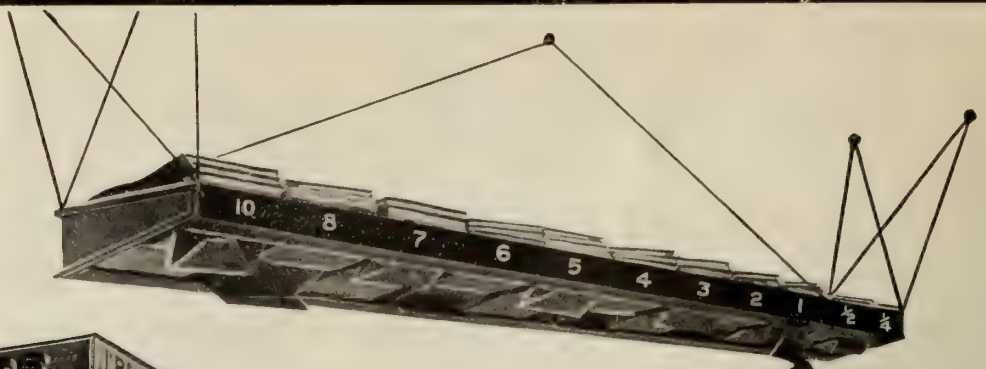
that makes London famous for Soda Biscuits—that put dollars into Canadian Dealers' Pockets

This package and all other Perrin's Dairy Cream packages contain sodas of a quality that is unsurpassed for richness and flavor. They make an ideal healthful food, crisp and delicious—always fresh. Put up as follows:

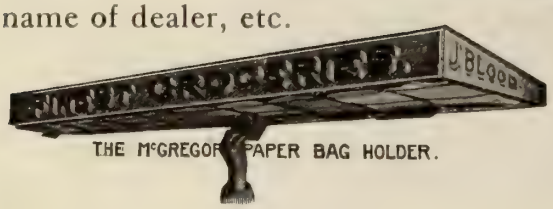
5c Parchmentine, 10c Red Label, 10c Cartons, 25c Cardboard, 30c and 35c tins, also in 5c, 10c and 25c Fancy Thin blue packages only. Order your stock now.

D. S. Perrin & Co. Limited

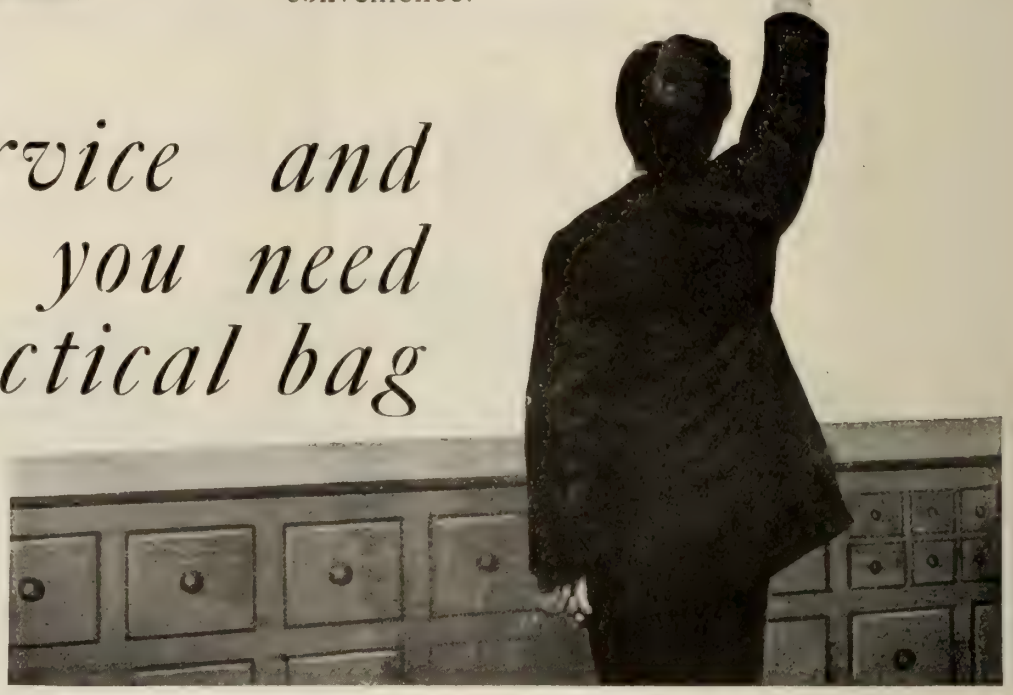
LONDON, ONTARIO



Front view, showing name of dealer, etc.



View from behind counter, showing simplicity and convenience.



For service and economy you need this practical bag holder

Handy from either side of counter

Service is the secret of success of the modern grocery store. McGregor Patent Bag Holders are a simple, practical, time-saving convenience. They insure quick service. Hanging suspended from the ceiling right over the counter they save miles of steps. Will hold all sizes of bags from ¼ up to 10 lbs. Simply break the string around the bags and place them in the holder—no springs, no hole punching. Bags are taken out one by one—no waste, always ready.

McGregor (Patent) Paper Bag Holder

also serves as a good medium for advertising.
A groove in front allows you to insert a card for advertising "specials" or your name can be put on as shown above.
These practical holders are saving time and money for hundreds of dealers all over Canada. They are inexpensive.
Our customers are our best advertisement. If requested we will send names and addresses.
A card will bring full particulars.
For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Avenue, Toronto

2 IN 1 SHOE POLISHES

For all shoes - Easy to use

BLACK WHITE TAN

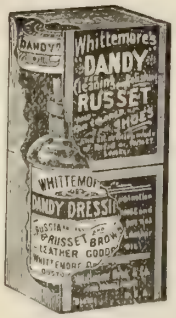
NEW BOX (easy to open)

NEW ADVERTISING BUT
THE SAME FIRM AND THE
SAME LIBERAL PROFITS

THE F. F. DALLEY CO., LTD.

HAMILTON, ONT.

Finest Quality *Whittemore's Shoe Polishes* Largest Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"BULLY SHINE." A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contains oil and waxes to polish and preserve the leather. Also Russet Bully Shine for tan leathers. Large tin boxes. Boxes open with a key. Retail 10c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a key. Retails 10c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **"BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

"BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retails 25c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A. For sale by the Wholesale Grocers in all Canada.

Sell More Brooms and Charge More For Them

Brooms are going higher

Unfavorable weather conditions have brought about a very bad failure in the crop of broom corn, causing a great scarcity and big advance in the price, with tendencies to go much higher. Brooms must still be used, but the housewife will be more careful in her selection, with the result that

The "Pansy"

will increase in sale as it has always done when a big advance has been necessary. Quality counts. Buy your stock now before a further advance and prepare for a bigger business in brooms than ever. When a broom suits a woman she tells her friends. Pansy brooms always satisfy.

H. W. Nelson & Co., Limited

Established 1840

TORONTO

Quality the Master-Builder
In a Retail Grocery

Looking over the retail grocery trade of this country it is a fact that the men who are making most money, the men who stand out as leaders in the business, the men who are building up a permanent business, one with a good-will worth something, are the men who are pushing **quality** goods. The few exceptions simply prove the rule.

It is the same in the package tea business. Twenty years ago Mr. T. H. Estabrooks first put Red Rose Tea on the market in the Maritime Provinces, with small premises on North Market Wharf, St. John, N.B. The business grew because people liked Red Rose Tea. It was different and better than any tea they had yet tried. More travelers, office and warehouse staff were constantly added. It then became necessary to move into larger premises, and to-day the home of Red Rose Tea is the **largest and best equipped tea packing and blending warehouse in Canada,** with branches all over the Dominion and Eastern States.

A very prominent feature of the development of this business has been the growth of the business in Ontario. The Toronto Branch now employs thirteen travelers with a large office staff, and the sales in 1913 again showed an enormous increase over previous years.

The one main reason for this progress is the **quality of the tea.** Advertising has helped; able travellers, deserving of the confidence of the trade, have helped, but we have never doubted that in building up a business and making it permanent, quality is more than advertising and more than salesmanship. It is this quality that has created faith in Red Rose, and the Retail Merchants generally, convinced of its quality, have backed Red Rose strongly.

Quality has built the Red Rose Tea business. It will help build your business, and that is why it will pay you to recommend **Red Rose Tea.**

T. H Estabrooks Co., Limited

St. John, N.B., Montreal, Toronto, Winnipeg, Calgary.

A Paying Dept.
Tobaccos

The tobacco department of any store, if given its share of attention, is a money-maker. There is practically little or no loss from deterioration of old stock, no shrinkage or waste.

If you have not a tobacco department already, let us suggest that you look into the advisability of starting one by placing a small order for

Master Mason
(Smoking)

King George's Navy
(Chewing Plug)

Rose Quesnel
(Smoking)

These three lines have proven to be trade-pullers every time. They appeal to the taste of the average tobacco user, and you know what percentage of the men are in this class.

Have you heard of the new "**MASTER MASON** Ready Rubbed" Smoking Tobacco? A handy tin of choice cut plug tobacco with the ear-marks of high quality.

Send for trial shipment of these lines to-day.

The Rock City Tobacco Co., Limited
Quebec and Winnipeg

The Delightful New Blend
"Master Mason"

READY-RUBBED

Cool and Sweet

We here introduce to the grocers of Canada, whether with or without a tobacco department, the new, delightful Blend of smoking tobacco. This brand is made from the finest, full-flavored leaf, well cured and cut ready for a cool, sweet smoke.

This handy package is attractive in appearance and is sure to bring a steady-growing business with a nice margin of profit.

Place your order with us or with your jobber to-day and start the men coming to your store for their tobacco.

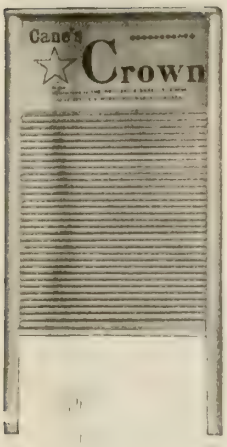
The Rock City Tobacco Co.

LIMITED

QUEBEC and WINNIPEG

Cane's Washday Woodenware is crowned with customer satisfaction

For over 25 years Cane's Quality Woodenware has given absolute satisfaction. They are the most popular and most widely used woodenware products in Canada.



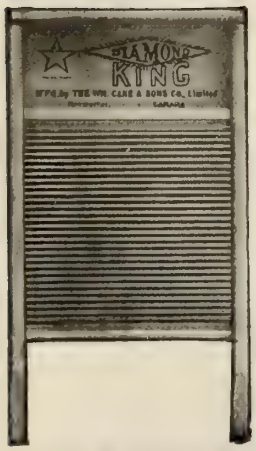
Cane's wooden household requisites, Butter Moulds, Bake Boards, Mop Handles, Pails, Wash Boards in the various styles, Tubs, etc., are made of well-seasoned wood, and are made to last. They give users full value for their money, and the grocer gets the greatest amount of satisfaction in profitable sales. The quality is guaranteed.

Cane's Clothes Pins

are carefully manufactured in 4, 4½ and 5-inch lengths, neatly packed in attractive cartons under the

Star Brand

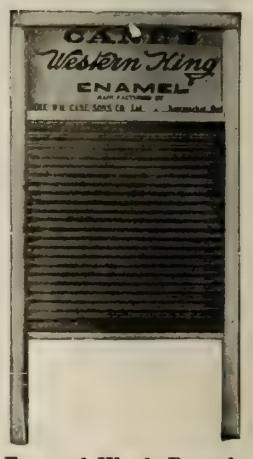
containing 2½, 4 and 6 dozen to the carton. Cane's Star Brand are also put up in 5-gross corrugated cardboard boxes.



Glass Wash Boards

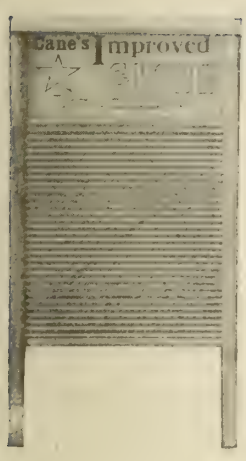
The Wm. Cane & Sons Co., Limited

NEWMARKET, ONTARIO



Enamel Wash Boards

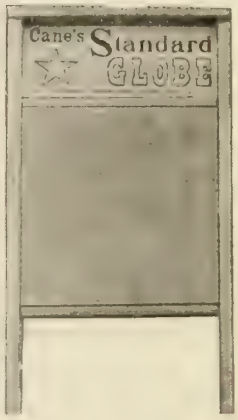
Nothing is quite as reliable as well-made Woodenware—Cane's



You will find that nine out of every ten housewives who have used different styles of utensils are always ready to accede the point that none can equal the old reliable woodenware. Wooden pails and tubs hold the heat, keeping water hot longer than any other kind. They do not rust and will not spot the clothes.

Cane's Woodenware is made well and is guaranteed to be just as we claim it to be—the very highest in quality.

Ask your wholesaler, also write us for handsome catalog in colors—very handy for reference.

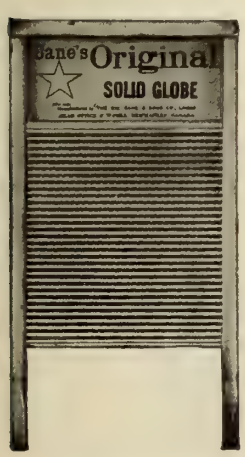


PAILS

"Cane's Ware" Pails are all made of selected, sound pine timber by skilled workmen, and are hooped with galvanized steel hoops, specially treated, making a strong and durable pail.

TUBS

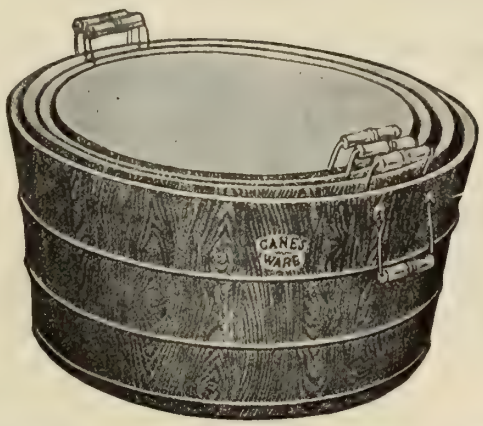
"Cane's Ware" Tubs, like the pails, are all made of selected, sound pine timber, and are hooped with galvanized steel hoops, specially treated, are strong and durable.

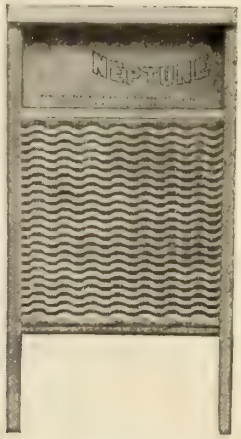


Zinc Wash Boards

The Wm. Cane & Sons Co., Limited

NEWMARKET, ONTARIO





Brass Wash Boards

Here's the Tea to speed up your Tea Sales:—

DICKESON'S TEA

"The Beverage of the Old Country."

" DICKESON'S TEA is the BEST TEA "

EVERYWHERE Dickeson's Tea meets with an enthusiastic welcome—it's so **good.** Your customers will enjoy this fine Old Country favorite. Its rich, full flavor—its unrivalled strength and purity — make it an easy seller. This is the tea for **repeat** orders!

DICKESON'S TEA
THE BEVERAGE of the OLD COUNTRY.
PURE · FRAGRANT & DELICIOUS.
RICHARD DICKESON & COMPY., LIMITED, LONDON, ENGLAND
1lb.

Packed in Pure Aluminum Packages

ALWAYS in first-class condition — fresh and good. If you want to build up a good, sound, profitable tea trade, start in right now with Dickeson's Tea. The sales are going up by leaps and bounds. The people want Dickeson's!

Write to any of these Canadian Agents:

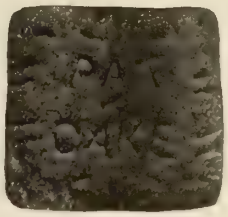
Toronto—Frederick E. Robson Co.
Hamilton—C. G. Walker & Co.
Ottawa—H. N. Bate & Sons, Ltd.
Windsor—G. Clair Bliss, Detroit, Mich.
London R. Donaghy.
St. John, N.B.—E. T. Sturdee.
Quebec, Que.—A. Francois Turcotte.
Winnipeg, Man.—W. Lloyd, Lock & Co.

Manufacturers:——

We buy goods, sell from stock, and assume all the risk. This relieves you of anxiety resultant from carrying many accounts. You have only one account. Moreover, under this arrangement you are absolutely sure of enthusiastic representation in this Great Canadian West.

LEADLAY LIMITED

GROCERY BROKERS and IMPORTERS
332 Bannatyne Ave. WINNIPEG



The dealer who *sells Peak, Frean* biscuits knows conclusively that he is giving his customers dainty, crisp, satisfying biscuits with a flavor all their own.

Try the famous *P. F. Short Cake.* Over 325,000,000 were sold the first year of its introduction. About 32 to the pound. Also try the *Connaught,* one of our later introductions. About 48 of these make a pound. Attractive flavor, nice design. All biscuits shipped in NEW hermetically sealed tins.

PEEK, FREAN & CO., Limited

Biscuit Manufacturers

LONDON, ENG.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St., Montreal.

TELFER'S—*The Quality Biscuits, New Factory, New Machinery*

Keeping up with the times

PROGRESS AND EXPANSION IS THE "TELFER" POLICY

Away back in the little town of Collingwood, in the year 1853, the first biscuit bore the imprint "Telfer." With this first biscuit commenced the Telfer policy of "Quality first," and each biscuit since has lived up to the original and shown improvement where possible.

Underlying the policy of quality is progress and expansion, for after all, where is the man who is not thinking of his own ultimate good in some way or other when giving a service. This is not selfishness in man, it is merely human nature, and we're human.

The Telfer policy has won out, as is evidenced in the tremendous growth of business which warranted the erection of the large and modernly equipped factory now in operation in Toronto.

This new factory, with its most up-to-date methods, modern machinery, and host of skilled operators, is our way of keeping up with the times — otherwise the growing demand for quality goods. It is another step in our progressive Expansion policy.

Telfer biscuits, whether sodas or fancy, are of a quality in texture and flavor quite their own—they're the best money and determination can produce—delicious, light, flaky biscuits that are always fresh and crisp, being packed, without losing their original crispness, in moisture-proof boxes.

Order a trial shipment from any of our branches to-day.

Telfer Bros., Limited

STERLING RD., TORONTO

Collingwood, Brantford, Hamilton, Winnipeg, Ft. William

TELFER'S—*are the Best Biscuits Possible to be Made*

Quick Profits

If you handle

FOREST & STREAM TOBACCO

This fine Tobacco sells rapidly, orders are quickly repeated

HANDLED BY ALL THE WHOLESALE TRADE

Special Feature

BIFF! BANG!

Away with the Washboard

VIG-NOL

That favorite washing compound in tablet form

Signalizes a step forward in Scientific manufacture

A study of the action of steam in conjunction with the cleansing materials has resulted in the discovery of VIG-NOL, a washing compound in compressed tablets.

VIG-NOL is NOT a soap powder, but is in small tablets, one or two tablets being sufficient for a washing. These tablets reduce amount of soap by 50 per cent., dispense with rubbing, as the steam concussion drives out all particles of dirt.

It makes clothes wear longer and wash whiter, contains no acids, no harmful ingredients, and once your lady customers realize the labor saving, it will be, "Send me a package of VIG-NOL," all the time.

VIG-NOL

does such excellent work that steady repeats are assured and big profit reaches you all the time. Place it on the counter. It sells itself.

Special Offer

1 Display Counter Stand in three colors, containing one dozen 25c packages. (Each package does 6 washings.)
25 trial 5c packages.
Advertising Show-cards.
Circulars with room for your name.
All for $2.25 post paid.
Net 30 days, provided coupon is used and jobber's name stated.

The Money Is All Yours

Owing to the unusual combination of materials the steam concussion in connection with Vig-Nol drives out all dirt, and so no rubbing is necessary.

JOBBERS--

Write for our generous discount list.

YOUR CUSTOMERS WILL ALL NEED A STAND

MAIL THIS

to H. NAGLE & CO., P.O. Box 2024, MONTREAL

H. NAGLE & CO., P.O. Box 2024, Montreal. Please send postpaid one stand of Vig-Nol, it being understood that I will also get all above "extras."

Name .....
Address .....
Jobber's Name .....

---it is the wheat fields of

Canada's Golden West

which produce the hard wheat entering into the production of

Hirondelle
(Swallow)

Macaroni

The macaroni which is a credit to Canada and which has been proven of more than extra fine quality, not only by the best of consumers, but also by analytical experts.

Special care is taken in the

manufacture of this product, and as an eminent authority has pronounced the Canadian hard wheat as containing 4% more protein than any other, why pay duty on imported macaroni?

Hirondelle
is the brand of quality and worth

Hirondelle
is the brand of distinctive flavor.

Encourage Home Industry

ASK YOUR JOBBER

C. H. CATELLI, LIMITED, MONTREAL

TEES & PERSSE, Limited,
WINNIPEG

C. C. MANN,
TORONTO

J. HUNTER WHITE,
ST. JOHN, N.B.

PRIDE *of* CANADA

Maple Syrup and Sugar

is the Standard of
Quality for all Canada

THIS famous brand of Maple Syrup and Sugar having preserved an untarnished name for so long and never fallen below the fixed standard set by the Government is now invariably called the Standard of Quality for Canada.

"Pride of Canada" is backed by us with a guarantee of absolute purity—pure maple sap being the only ingredient used in its production, and the sap is guarded from the moment it leaves the tree until it is placed on your customer's table.

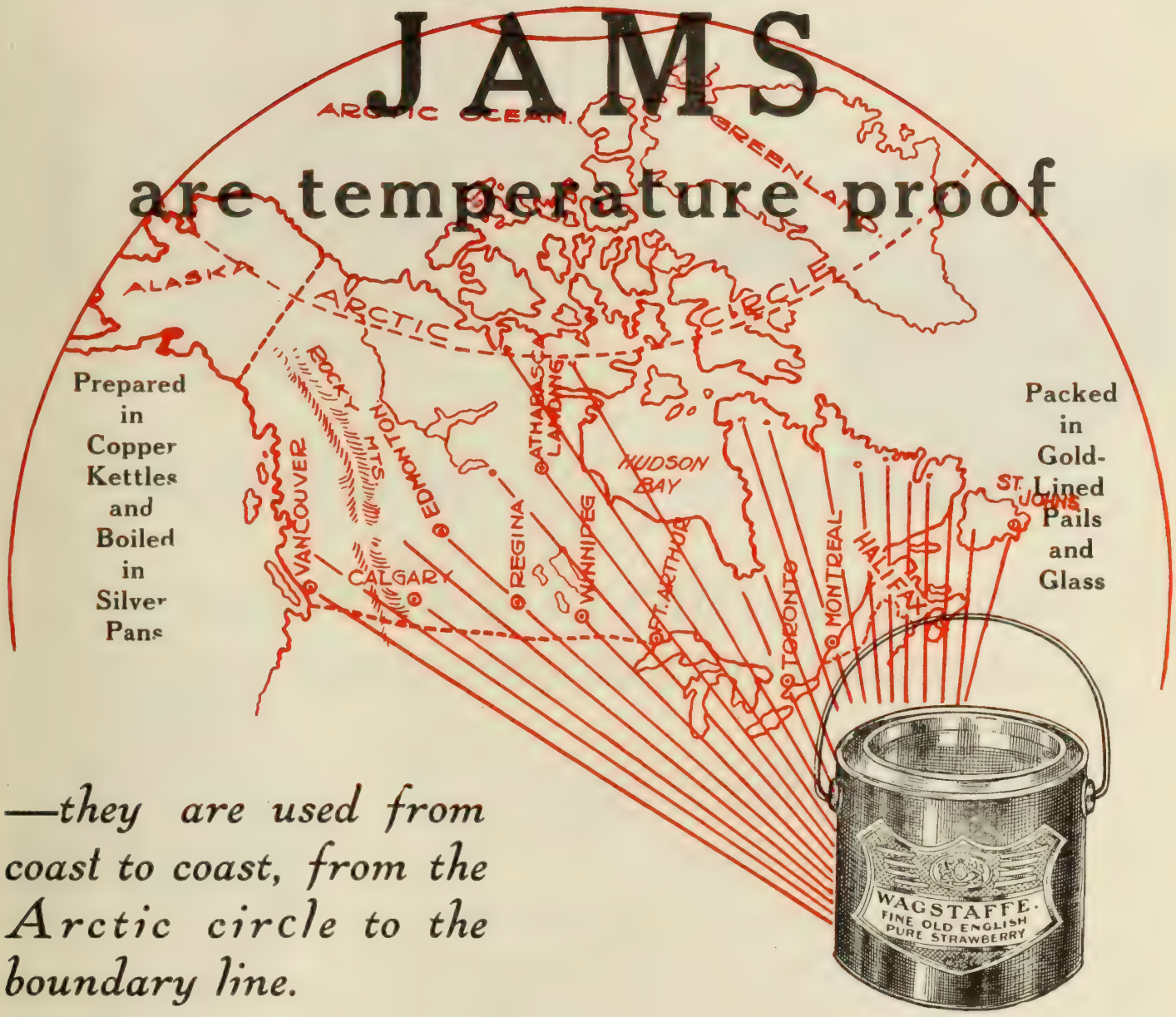
"Pride of Canada" never fails to please and to satisfy.

Maple Tree Producers' Assoc., Limited

58 Wellington St., Montreal

Wagstaffe's JAMS

are temperature proof



—they are used from coast to coast, from the Arctic circle to the boundary line.

Wagstaffe Limited

Leaders in Pure Fruit Jams in Canada

HAMILTON, CANADA

The "BEVERLY" One Writing Account REGISTER

is simplified simplicity

Most account registers to-day are simple to a degree, but when you have sized up the "Beverly" you will come to the conclusion, as others do, that it is simplicity in its simplest form. There is nothing simpler under the sun to operate, and yet it does the work with unvaried accuracy and dispatch, keeping the stores accounts (any number) always posted up to the second and the statement in the hands of the customer every time a purchase is made.

The "Beverly" is very compact; the 200 account size measuring only 16 x 9 x 7½ inches, easily carried home or put in the safe to protect against fire.

BOOK-KEEPING IN A NUT-SHELL
ACCOUNT COLLECTING MADE EASY

With the Beverly Register there is no necessity to keep a book-keeper or to sit up nights making out accounts yourself. Nor yet is an account collector a necessary person to have around your store. The "Beverly" is an automatic collector of accounts without the antagonizing door to door canvass.

Before you decide on a new system for your store you should see the "Beverly" and size it up for yourself.

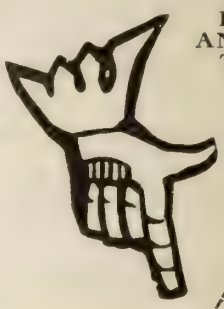
Come to Toronto during the Horse Show (cheap rates on all railroads). Fill in this coupon and we will send you complimentary tickets for the Annual Business Show to be held in the Arena, from April 23rd to 29th. Most interesting show ever held in Canada for the business man. *Fill in coupon and send now.*

Canadian Sales Agents:

LANCE & CULP

22 Adelaide St. East **TORONTO**

High-class sales agents wanted in each city.



FILL IN AND MAIL TO-DAY

FREE

LANCE & CULP
22 Adelaide Street East
Toronto

Send ..... free tickets for the Business Show from April 23 to 29 at Toronto.

Name .....

.....

Address .....

.....

Biscuits that repeat

In supplying your customers with Meadow Cream Sodas you are giving them the largest package for their money—the lightest, crispest biscuits manufactured. Once used always used. They bring repeat business.

These biscuits are the result of great care in the manufacture—the best ingredients used.

They are put up in 5c, 10c, 25c, 30c and 35c packages, in parchment, tin and pasteboard.

OUR TIN PAIL IS A WINNER

Send for trial shipment of Meadow Cream Sodas and Fancy Biscuits.

Put up by

The W. J. Crothers Co., Limited, Kingston, Ont.

The Food for Young and Old

NUTRITIOUS AND HEALTHFUL

Robinson's "Patent" Barley

is especially good for children up to the age of nine months. It is prepared from the finest fully matured barley.

Robinson's "Patent" Groats

a specially prepared food made from the best oats is a great favorite with the older folk and is for children over the age of nine months. These two foods are well known and used extensively by the better trade.

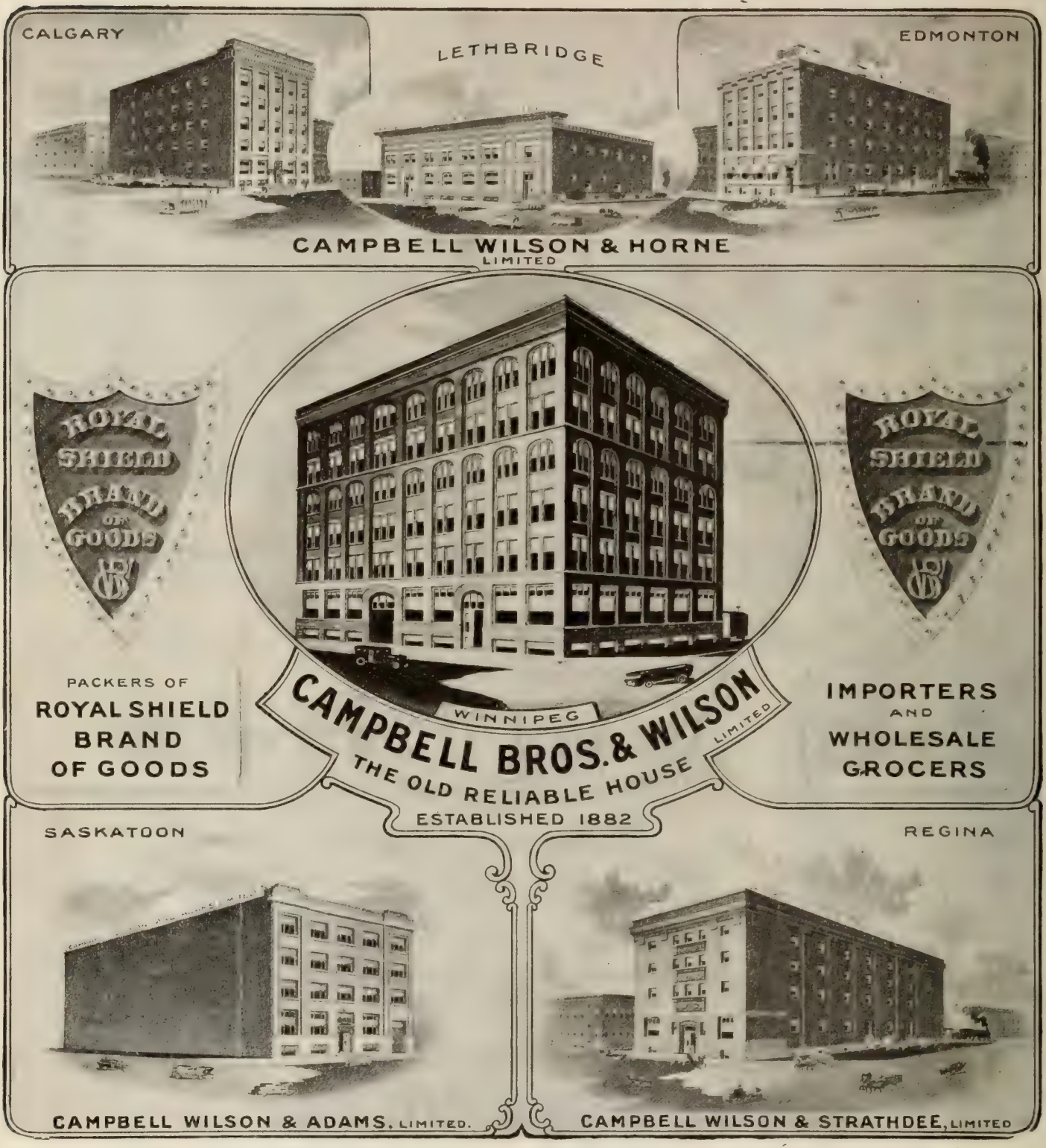
Stock up to-day on Robinson's "Patent" Barley and "Patent" Groats

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

Western Expansion and Our Own Have Been Keeping Perfect Step



To enable our giving you the quick service you need, our houses have been established at central points in each district.

From these goods are shipped without delay—and they are shipped properly.

Along with expansion in business has come expansion in the regard in which our Royal Shield goods are held.

Carefully manufactured in five factories from best goods, the Royal Shield brand means quality and the satisfied customer.

10,000,000 lbs.

The Marvellous Growth of "SALADA" Sales

7,895,804 lbs.

is accurately depicted below.

At the present rate of progress during 1914 The Ten Million Mark can be reasonably anticipated this year.

QUALITY FIRST has been mainly responsible for this extraordinary record——a quality never approached by any other firm in the trade.

TORONTO - MONTREAL

LONDON, ENG., NEW YORK, BOSTON, CHICAGO, BUFFALO DETROIT, PHILADELPHIA, PITTSBURG.

*The withdrawal of 25c. tea caused a slight drop in 1908.

A live wire *from* the Edwardsburg group

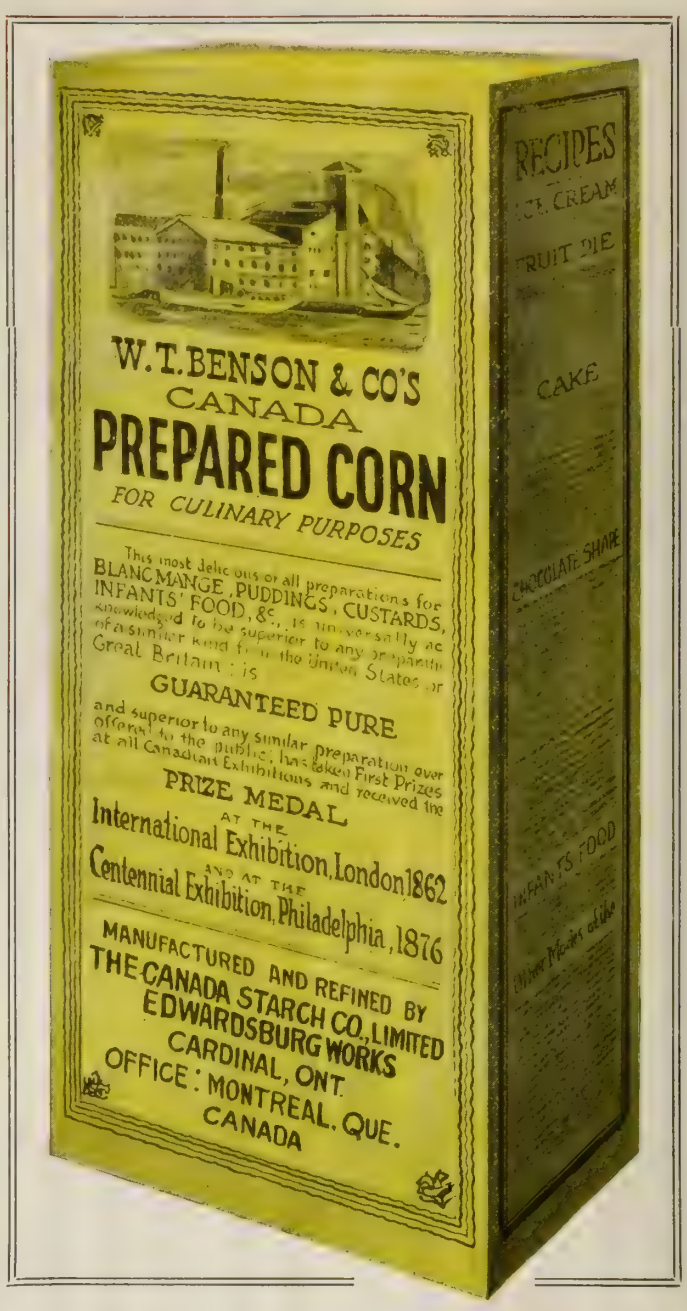
BENSON'S PREPARED CORN

will help you reduce the cost of living for your customers

We all remember the day when the boy's dish of Corn Starch Pudding was emptied several times during the meal—perhaps some of us are still fond of it but are able to control our desires.

To-day Benson's Prepared Corn is being used more than ever, for it is still the foundation for Puddings, Blanc Manges, Custards, Ice Creams, etc., and is of that original guaranteed purity.

You can boost your Corn Starch sales by suggesting various recipes to your patrons. They will appreciate your interest.


W. T. BENSON & CO'S
CANADA
PREPARED CORN
FOR CULINARY PURPOSES
This most delicious of all preparations for BLANC MANGE, PUDDINGS, CUSTARDS, INFANTS' FOOD, &c., is universally acknowledged to be superior to any preparation of a similar kind from the United States or Great Britain: is
GUARANTEED PURE
and superior to any similar preparation ever offered to the public, has taken First Prizes at all Canadian Exhibitions and received the
PRIZE MEDAL
AT THE
International Exhibition, London 1862
AND AT THE
Centennial Exhibition, Philadelphia, 1876
MANUFACTURED AND REFINED BY
THE CANADA STARCH CO., LIMITED
EDWARDSBURG WORKS
CARDINAL, ONT.
OFFICE: MONTREAL, QUE.
CANADA
RECIPES
ICE CREAM
FRUIT PIE
CAKE
CHOCOLATE SHAPE
INFANTS FOOD

The Canada Starch Co., Limited

Manufacturers of the Edwardsburg Brands

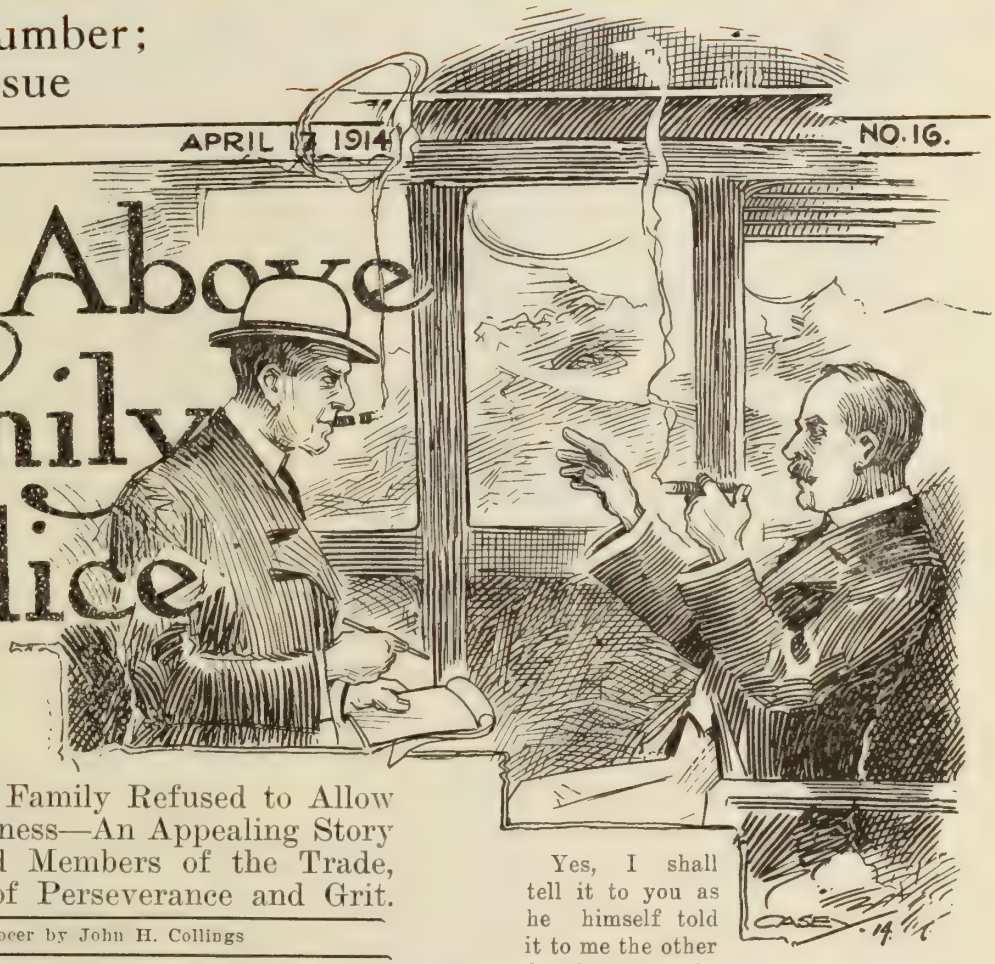
CARDINAL and BRANTFORD

CANADIAN GROCER

Spring Sales Number;
Expansion Issue

VOL. XXVIII APRIL 17 1914 NO. 16.

Rising Above a Family Prejudice



"It was just as if I had pulled a gun on him."

The Interesting Grocery Career of a Successful Canadian Dealer Whose Family Refused to Allow Him to Operate the Business—An Appealing Story to Both Young and Old Members of the Trade, Illustrating the Power of Perseverance and Grit.

Written for Canadian Grocer by John H. Collings

NEVER was a young man aspiring to enter upon a grocery career handicapped more by his family than Thompson Banning. Not altogether because they would not have taken pride in any achievement in the mercantile field he might attain, but more for the reason that they concluded he would be a hopeless failure. Then too, the store he wanted to take over was the biggest portion of the estate left by his father and the executors were anxious that his mother, to whom it was left, should get every dollar it was worth.

That was twenty-five years ago. To-day Banning is the most aggressive grocer—if not the most aggressive merchant—in the Ontario city in which his business is located. Last year he turned over no less than $75,000 worth of groceries and made a substantial net profit on them too. Each year since he launched upon his life's career he has with perhaps two or three exceptions expanded the business. The first year's turnover totalled little more than $10,000.

Against the obstacle above referred to—a mother, brothers and sisters and executors of little faith—he entered the fight to stay and through thick and thin has carried the flag further to the front.

Thompson Banning's religion was blended with his work and fused with his life. Thrown upon his own resources, young in years, with the aggressive stubbornness of a James J. Hill, and the almost bitter desire to see his family acknowledge his worth, he worked hard, went without clothing he actually needed, and abstained from all luxuries and amusements that would result in a smaller bank account, but which tempted many another youth of his own town.

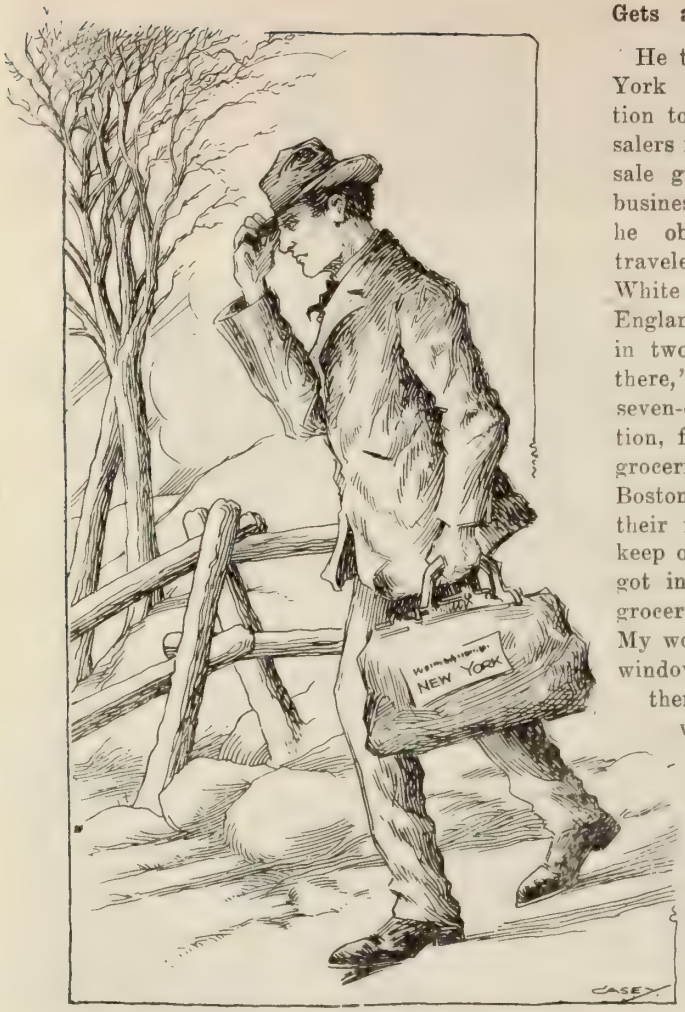
His life story reads more like fiction than fact. With some $47 in his pocket a quarter of a century ago, he is to-day though still in harness a wealthy man.

The history of his career you ask?

Yes, I shall tell it to you as he himself told it to me the other day in the smoking compartment of a railway coach in which we were traveling.

"How long have you been connected with the grocery business, Mr. Banning?" I asked, more to open a conversation than with any idea of recording a history here. "Banning," of course, is not his real name. If I were even to mention the Ontario city in which he conducts his business, a couple of hundred guessers among the wholesale and manufacturing trades and as many in the retail trade would exclaim; "I bet I know that man," and they would all be correct. He is a warm friend of association work; a keen judge of a well run business, for he has traveled much for new ideas. He has been an alderman in his own town, and is looked up to as a close follower and an authority on municipal affairs.

"Thirty-four years," was the reply, after a moment's thought.



He gets a job in New York as a traveler.

"Have you always been in ———?" was my second question.

He hadn't. While he worked along with his brother a year or two in his father's store for his board and clothing, he had gone to New York later. He and his brother did not make an extra good team and one of them, it was plain, would have to move along. The lot fell upon young Thompson. His parents had decided they could spare him better. And, too, the wanderlust had seized him and no one applied the brakes.

His pockets did not bulge with money when he left the old home for the outer world. The family while not by any means in poverty were not much more than ekeing out a fair existence. He had no overcoat and it was mid-winter. His father wanted to get him one, but he refused. "No, father," he had replied, "I'm going to buy my own overcoats in future," but many a time later he wished he could only have brought one with him. But that represents the indomitable courage of the youth and the faith he had in his own ability to get along.

Gets a Job in New York.

He took with him to New York a letter of introduction to three or four wholesalers from a Toronto wholesale grocer who is still in business. With one of them he obtained a position of traveler, taking in Boston, White Haven and other New England centres. "I put in two hard years of work there," he said. "It was a seven-day a week proposition, for on Sundays I sold groceries to the Jews of Boston, as it is not against their religious principles to keep open that day. Then I got in with a large retail grocery firm in New York. My work consisted chiefly in window dressing, and it was there that I first learned what there was in this department of store advertising."

By this time the writer had scented a story, and was hoping he would continue. When, however, he mentioned the name of the New Yory retail firm I pulled out my note book to record it. Names are difficult things to remember.

"Hold on there," he said, suddenly turning on me; "you are not going to make any story out of this—I'll shut up right away if you are." It was just as if I pulled a gun on him. My hopes began to tumble, and it was only when I assured him that no names would be mentioned I got him to proceed.

"Next I went to Montreal and clerked with a grocer who is still in business there, and then with a fairly good knowledge of the trade I came back home to assist my father. Shortly after that my brother left. It developed that he was a 'day-labor' man. When six o'clock came he dropped his work like a pick and shovel laborer and we saw him no more until morning. In the meantime I had got out among people in suburban districts, told them about our goods and the service we had to offer and so worked up a promising custom. It was my turn to be given a chance."

The next mile post in Banning's life was the illness and death of his father. The entire estate was left to his mother with a board of executors to administer the will. Young Banning's proposal to carry on the business for his mother was met with bitter objections from her, his brother, sister and executors.

"What do you know about teas and groceries," he was asked. "You could never follow in the footsteps of your father." For Banning, Sr., had studied the trade pretty thoroughly, and was considered a tea expert in those days. This and other opprobriums were hurled upon him from all sides. It was simply out of the question that he should assume the responsibility.

"The business," continued Mr. Banning, "was then put up for sale to the highest bidder, and I at once made arrangements to make the executors an offer. I must confess I had little money—just $47 to my name. With a family working against me and with scarcely sufficient cash to make a first payment on a Jew's harp, you will see my position.

"To take over the business I was compelled to secure a line of credit. How could this be done? I went down to Montreal, put my proposition to a couple of the large wholesalers, tola them honestly how much money I had and what I considered were my prospects. But they wouldn't touch it. I came back home with my original $47 cash in hand considerably depleted. Nevertheless, I was determined to get that business, so I went ahead and made the executors an offer. They had, however, a couple of others. One was from a man who had some money and who wanted the business for a prospective son-in-law. He asked me if I would clerk in the store if he bought the stock and good will, but I declined. He next wanted to know if I would make an agreement not to open in the vicinity, and this also I declined to do. He concluded that it would therefore be somewhat risky to take over the business and the field was narrowed down."

"To make sure of the lease, I called upon the owner, who is now a Senator, known and admired all over the Dominion. 'Mr. ——,' I said, 'if I can purchase the good-will and stock of my father's business will you lease me the store?' I pointed out that I had no money, but that my prospects were good. He asked me how I was going to get after the trade, why I knew I would succeed, and a dozen and one other questions. Finally he said, and I distinctly remember his words to this day: 'Thompson, I believe you have got grit enough to get along, and I'll lease you the store; how much would you want to pay?' I didn't know, but thought it would be same as father had paid.

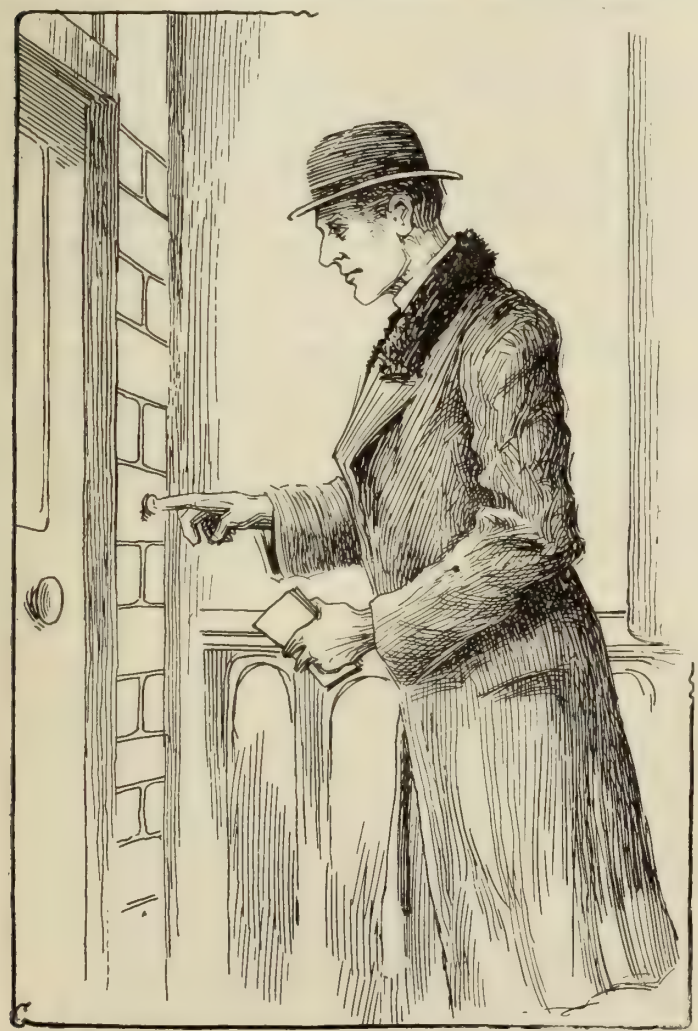
"I was dumbfounded when he asked if I thought I could pay $200 the first year. This was a remarkably low figure for a stand in the heart of the town, and thought it was worth more.

" 'That's all right, my boy,' he re-

plied, 'but I want to see you get along, for you have got grit, and,' he added, 'don't pay me anything until the end of the year. If you find then you cannot raise the $200, pay $100.' That gave me new heart and made me all the more determined to get the business. My offer was the best in the hands of the executors, but they seemed to be obsessed with the idea, backed up by members of the family, that I was cut out for a failure from the start. Some would give be only two months. Nevertheless, the prospective purchasers finally simmered down to myself, and with a very bad grace I was told to go ahead. In the meantime I had secured a line of credit from a Toronto firm now in business.

"Placed upon my own resources, I was determined to make good. My anxiety to get the business and lack of knowledge in financial affairs probably made me an easy mark for the executors of my father's estate. I had to pay 7 per cent. interest on the mortgage, and at that time 7 per cent. was a considerable amount. Each month of the first few years meant, according to my agreement some $200, principal and interest, which had to be paid to my mother. In addition to that, there was a monthly rent of $17.50, which, fortunately through the generosity of the Senator, did not fall due until the end of the year. I engaged my sister and younger brother and paid them. Then there was light, fuel, insurance and all the other incidentals, besides my board, which I paid to my mother. For two years I never bought a suit of clothes, having to be contented to wear those left around the house by my father; collars were about the only personal expense I had. In fact, during those first two years my total personal expenses, apart from my board, only amounted to $16. So you can easily realize the narrow strait in which I was working. It took some energy and perseverance to keep above water, but I was determined to do it."

Banning then recalled how his sister and brother became separated from the business. The former was bookkeeper. His experience here leads one to the conclusion that it is not always wise to depend upon one's relatives. He paid her a good salary, as salaries went in those days, but whenever she felt she required a holiday she didn't hesitate to take it. Sometimes this became extended. Two weeks' leave was stretched into five, and the business suffered from lack of attention. During one of these protracted absences he was forced to employ a substitute. He soon discovered that she was just as efficient as her predecessor and her salary less. Prior to his sister's return, however, she was offered a better and a permanent situation, and he simply had to meet the offer and extend her time or allow the work on the books to accumulate. He chose the former course, so that his sister was minus her position when she returned.



"In the meantime I had got out among people in suburban districts."

When the new bookkeeper's extention of time was about to expire, Banning told his sister to begin her duties at any time. This she refused to do, declaring in woman fashion that when she had got along so far without it, she thought she could in future. The new assistant was, therefore, permanently engaged. His family friends said the business would surely suffer, but it didn't. Later on difference of opinion led his brother to take his departure, and Thompson was the sole member of the Banning family left to guide the business ship. These incidents are cited merely to show that the building of the business depended entirely on the energies and resourcefulness of one individual.

Every great business, a philosopher has told us, is but the lengthened shadow of a single man.

Progress Became a Mystery.

"I never missed an obligation," continued Banning, "and in few years' time my titles were clear. I well remember the day I made the last payment. One of the executors called me into his office. "I see," he said, "you have cleared the mortgage—how in the world did you do it?" It was a mystery to them all how I managed that first year, particularly to meet the papers. I scarcely yet know how I did it, apart from hard work and the impelling force that got behind me to defy those who had forecast my early downfall.

"But I look back to the day that my family refused me the privilege of running the store for them, or even having an opportunity of buying it on terms that a son might reasonably be granted. It was a hard knock to me, but was a blessing in disguise, and put me on my mettle. It taught me how to depend on myself—to wake up to the fact that as a young man I must not only do as well as my father, but with improved methods and systems that were coming in vogue, and explained in my business bible (Canadian Grocer), whereby a retail business can be run in an efficient way with less labor and more profit, that I must do much better and make the best use of the faculties the Creator has endowed me with.

"I therefore have thanked my family many times for forcing me to strike out for myself.

"In later years the business has prospered. In 1913 I sold $75,000 worth of goods. My brothers and sisters are married, but to-day I can say, and without bragging, that I could buy them all out, together with my two uncles, and still have plenty of money left on which to retire."

Stepping Stones to Expansion.

Thompson Banning's business has expanded greatly since assuming control a quarter of a century ago. He assuredly has reason to be proud of his achievements. Working on the principle

(Continued on page 88.)

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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ANNUAL SPRING NUMBER — TORONTO, APRIL 17, 1914 — EXPANSION ISSUE

THE SPRING NUMBER MAKES ITS BOW.

FOR SEVERAL weeks past we have been promising to present our readers with something extraordinary good in our Annual Spring Sales Number. Here it is. Our staff of editors all over Canada have worked diligently for two months and more, gradually gathering together the material it contains. But the greater part of the credit belongs to our readers who welcomed us in store after store, and who responded so faithfully to our requests for information.

This big number of Canadian Grocer—which we are pleased to say is the largest we have ever issued—has therefore really been edited by our readers. Every article has been prepared from information received from retailers. By actual count some 118 have contributed to its pages and herein lies its practical value. Theory, in fact, is foreign to every issue of Canadian Grocer, but this Spring Number stands out more prominently because of the large number of retail contributors to it.

While we by no means make the claim that every idea and method presented by retailers can be adopted by each and every reader, yet there are, no doubt, many things in the various articles which can be made a help in some way to other merchants. And at the same time, each dealer will necessarily be a better merchant if he reads what others are doing and contrasts their methods with his own. It will spur him on to greater things in the knowledge that he has superior methods and tools with which to work.

After having read this number, Canadian Grocer would appreciate a line on what readers think of it. Tell us about the articles you like best and let us have any criticism you may have to offer.

BAN THE SELF-SATISFIED ATTITUDE.

DOWN SOUTH they say the weather conditions are inclined to make one lanquid and sometimes even lazy. People, too, are prone to be more satisfied with their lot, and here is a little story from a Southern paper which tends to substantiate the above contentions:

"Why don't you advertise?" asked the editor of the home paper. "Don't you believe in advertising?"

"I'm agin advertising," replied the proprietor of the Hayville Racket store.

"But why are you against it?" asked the editor.

"It keeps a feller too durn busy," replied the proprietor. "I advertised in a newspaper one time about ten years ago and I never even got time to go fishing."

The Southern people, however, have no monopoly on that placid disposition which makes one contented with ekeing out a bare existence. In Northern climes this characteristic is frequently run across. Many men engaged in the grocery business are satisfied with that come-and-go-as-you-please attitude. But the keen business man is not of that type. He is continually on the look-out for more business and if he can get more, he is never satisfied with what he already has. If advertising in the newspaper, or in the window or by any other method is going to mean more business, then if necessary he is going to forego the fishing trip. The man whose business keeps on expanding is the one who uses means and methods to get new trade and who expands his place of business to give the service that will cover the increase of trade—and he occasionally goes on a fishing expedition too.

HERALDS OF EXPANSION.

IT was deemed highly fitting that the Annual Spring Number of Canadian Grocer should be made an expansion number. It followed that the cover should represent expansion and to C. W. Jeffreys, one of Canada's most prominent artists, was allotted the task. Mr. Jeffreys has been painting covers for Canadian Grocer for the past three years, and during that time has prepared many which might well be termed masterpieces, but in "Heralds of Expansion," he has excelled all previous records. This remarkably realistic cover symbolizes in the most direct way the idea of expansion in a country of vast and unexplored stretches. The surveyor extends the border lines of civilization into unknown land, paving

the way for the advance of agriculture and industry. In his wake follow the miner, the woodsman, the farmer and the merchant. He is in every sense of the word the Herald of Expansion.

There are evidences at the present time of the return of prosperity in Canada. As the summer develops, this movement will become more pronounced, and by harvest time the country should be swinging forward in the march of complete prosperity. The present year will see the inception of the most pronounced era of growth that the country has ever experienced. We believe this number of Canadian Grocer will serve as a herald of expansion in the grocery trade in Canada.

ADVANCE TOWARDS PURITY IN FOODS.

THOSE of our grandfathers who are connected with the trade to-day, could give us some exceedingly interesting information on the advance made by pure foods during the past half century. Without a doubt the trend is towards the unadulterated, simon-pure foodstuff, and the grocer with an ear to the ground for the future will endeavor as rapidly as possible to confine his purchases and sales to the pure—and the high quality pure—articles of food.

If one but analyzes the success achieved by the large, progressive dealers in every town and city, he will find that they have persisted in the ousting of the inferior class of goods from their shelves; that they have gradually raised the standard of purity and quality in selling their customers and that they have at all times staked their reputation on the goods they sold. The man who sets out to do this and who faithfully carries out his resolution—and of course otherwise conducts his business on business principles—is going to attract the better class of buyer. This is the class that will eventually be worth more to him. If, however, he buys always the cheapest goods without regard for quality and purity, and if he caters to the bargain-hunting trade, then he will reap what he has sown—an inferior custom that places price before anything else.

And the more they get, the more they want.

OVERCOMING AN INJUSTICE.

PRESIDENT Clark of the Ontario R.G.A. touched upon an important point in his address at the annual convention published elsewhere in this issue, when he urged action in regard to the existing Pure Food regulations. In a great many cases where the dealer is fined for selling as pure adulterated goods and goods below the standard, he has not been to blame. The fault has lain with the manufacturer who has not been careful to apprise the dealer that the goods are not pure.

The present regulations say that the dealer who has not a warranty from the manufacturer that the goods are pure, or when there is no warranty printed on the label, he is liable to a fine should they be found adulterated.

This puts the entire onus on the retailer. President Clark submits what appears to be a simple way out and one that is at least fairer than the existing regulations. He suggests that if the word "pure" be placed on the invoice of the manufacturer or wholesaler, that the retailer be immune from any penalty should the goods be found on analysis to be below standard.

The claim is often made that the retailer knows by the price quoted him when he is not getting the pure goods. This may be true as far as the prominent staples and grocers who have been in the business for a long time are concerned. But a new man coming from another country, or a clerk starting up for himself would not be familiar with prices and is liable to unsuspectingly purchase maple syrup, pepper, etc. which are, not pure, and be fined.

The solution of Mr. Clark's is one which should be investigated.

OUTLOOK FOR THE FUTURE.

EXTENSION of the chilly weather so far into April has had a somewhat depressing effect in the opening up of Spring trade in various lines, and this has had a certain result in retarding the grocery trade. But these weather conditions, we hope, are over and we may look forward to a brighter future during the remainder of 1914.

Business in some lines is not brisk; but fortunately the grocery trade, because of the nature of the goods handled, is one of the last to feel the pinch. With Spring once again with us the aggressive dealer can look forward to better business by far than a year ago. Wildcat speculation has been given a severe jolt and confidence in the future of the country fully restored.

This year the trade will no doubt proceed with more caution, particularly in so far as giving credit is concerned. The day is past when the good retailer takes a chance on every Tom, Dick and Harry that comes along. If the temporary depression, which has now practically disappeared, performs no other service that alone will well repay its visit.

But from almost every angle one looks, the future is promising—and particularly the future of the grocery trade.

EDITORIAL NOTES.

LET US KNOW WHAT you think of this number.

* * *

SALESMANSHIP IS MEASURED by the results secured.

* * *

PROSPECTS ARE EXCEEDINGLY bright for a good Spring trade.

* * *

A BIGGER AND BETTER day's work to-morrow is the chief aim of the business builders.

* * *

BETTER METHODS OF GETTING work done often fail because the plans are improperly laid.

* * *

IN THE STRIFE OF A business life, a certain time should be set apart for the family and recreation.

* * *

GAINING THE CONFIDENCE of the customer is a big step in securing his or her permanent patronage.

* * *

REMOVE THE HIDDEN sources of waste and bring to light the hidden sources of gain—and success will come more freely.

* * *

THE DEALER SHOULD HAVE sufficient fixtures and equipment that he will be able to operate his business without worry.

* * *

THE RETURNS FROM A RETAIL business are in a great degree proportionate to the amount of goods sold above the actual demand.

* * *

A MAN'S FIRST consideration is his business. That's why the majority of successful men read the trade paper devoted exclusively to their business.

* * *

EVERY DEALER SHOULD SET his heart to the reduction of overhead expenses during 1914. If sales are expanded then results will be particularly encouraging.

Grocery Store on Site Valued at $11,000 a Foot

Some Time Ago Corner of the Block Was Purchased by a Bank at Price Stated to be Around That Figure—Michie & Co., King St. W., Toronto, Remodelled Store Last Year to Economize Space.

IMAGINE doing a grocery business on property, part of which was sold a few months ago at a price between $10,000 and $11,000 a foot! Yet that is the situation in which Michie & Co., grocers, on King St. W., Toronto, are in.

When the Dominion Bank purchased the property at the corner of Yonge and King Streets some time ago, they got a strip on King St. from Michie & Co. at a price, the papers at the time stated to be around $11,000 per foot. With land at such a price, you may wonder why this firm remain in their location. For one thing the site is traditional with them. Upwards of 80 years they have been doing business in Toronto, on King street and on the exact site we find them to-day. While it does not necessarily follow they will always remain there, yet they are there now—in the most valuable block of land in Toronto, and in one of the most valuable in Canada. Michie & Co. is the only commercial firm doing business in Toronto to-day who were there in 1835.

Naturally on such an expensive site, space conservation is an important problem and with this end in view the management about a year ago remodelled the entire interior, arranging fixtures, counters, departments, etc., as seen in the accompanying photograph.

Sales Based on Rental Value.

Assuming that the frontage is worth $10,000 a foot and that it is 30 feet wide, we have a value of $300,000 represented in the land. Carrying the assumption still further, at 6%, the rent on this value would amount to $18,000 a year or $1,500 a month. To make that much net profit—and assuming the net profit to be four per cent. on the turnover—it would require yearly sales of $450,000 or $37,500 a month to pay for the rent alone.

These figures are, of course, Canadian Grocer's own. It is not intended that they illustrate the actual situation as Michie & Co., who own their property, know it to be. But they go to demonstrate the vast possibilities of the grocery trade, and to show the importance of the conservation of every bit of space available. It is, of course, not to be inferred that this company will only remain on the site while sales justify the rent that could be obtained by leasing the property. As stated above the site is traditional with them and it is probably natural to assume that even should the possible rent be more than the turnover ought to carry, they would still remain on the same location for a time

C. E. Stone, the secretary-treasurer of the company, who by the way has been connected with it for 24 years, states that the remodelling of the interior has made a wonderful improvement from the economy of space standpoint. Michie & Co.'s trade is, of course, of the high-class variety so that the changes made and fixtures added were with a view to catering to this class more advantageously.

View of the handsome interior of Michie & Co.'s store, located on land valued at around $11,000 a foot. The confectionery counter is on the right, and on the left, to the rear, is the attractive fruit and vegetable fixture. The gallery may also be seen on the left. Mirrors on the side of the gallery reflect the shelving on the right wall.

Influence of Team Work on Sales Expansion

Western Store in Which Harmony Among the Staff is Considered of Great Importance — Clerks Assist in the Buying — Trade of the Newcomer Gone After — Equipment and Fixtures That Aid in Business Building.

The fine suburban store of the W. H. Stone Co., of Winnipeg—goods attractively displayed, equipment up-to-date, and a roomy floor space.

A WOMAN once walked into the St. John's store of the W. H. Stone Co., Ltd., Winnipeg, and remarked that it was the finest store she had ever been in. This was considered a compliment, but when she stated that she came from Chicago, her statement became more complimentary. No doubt she could have discovered larger stores, with bigger turnovers, but none more clean, more imposing and more harmonious. The W. H. Stone Co., Ltd., have been doing business in Winnipeg for the last thirty years. Their custom in St. John, which is a growing district in the north, became so extensive, a small store was opened there as a branch, about a stone's throw from the present building. That was three years ago. Twelve months ago, this store became too small, and the present handsome block on Main street was erected by the firm.

It was decided that the new place should have plenty of space in every direction, so it was made 16 feet high to the ceiling, and 80 feet long by 28 feet wide. To a stranger on entering it looks more like a public hall than a grocery store. In it one feels at ease. To the rear, canned goods soar to a great height, and everything conforms to the building, giving a feeling of greatness, quality, and cleanliness. Over all is the large white metal ceiling.

Business Trebles in Three Years.

Even in the small store across the road, the goods sold were high class. The store was perhaps a little too small for high class goods, which always look better in a pretentious building. At all events, business in three years has trebled. A start was made with a manager, one clerk, and a driver, whereas now there is a staff of eleven; so that the staff has more than trebled.

Use was made earlier in this article of the word "harmonius." This had particular reference to the staff, who are hard-working, loyal and sociable. There is a spirit of camaraderie among the men, which is carried to the customers as far as practicable. Being in a new district, it is like growing up in a new town, where everybody knows every body else. The manager gives his staff considerable credit for the progress that has been made in the past three years. They have always worked with him to keep the place clean, to retain their customers, and when they first started out, if for any reason it was necessary for one to run out with an order, none was unwilling to do it.

Watched for the New Comers.

The W. H. Stone Co., Ltd., came to this district not to take the trade away from any of their neighbors, who had been there longer. They avoided treading on other people's corns. Rather they did their best to capture any new blood that came into the district. New people were watched, and followed up until they became "Stone customers." Their best advertising has been to give good satisfaction. One customer will usually tell another when she is pleased with her grocer.

Most people in St. John's own their own homes, which means that they are there to stay. It means also that grocers can afford to give credit, and need not be afraid to extend it considerably. Seventy-five per cent. of the customers at this store have monthly accounts.

The staff is divided into departments,

each one being responsible for his own turnover. Each of the clerks does his own buying, first, of course, submitting his prices to the manager. There is a clerk in charge of the provision, fruit and confectionery departments. The manager buys and accepts responsibility for the rest. One man looks after the shipping.

Collapsible Boxes for Delivery.

Deliveries are simplified by using folding delivery boxes, which collapse when not in use. About three dozen of these can be carried on one wagon, and when not in use, may be carried on the top of the wagon, being held on by a rail around the top.

This system is rather expensive to start with, but it soon pays for itself. In the olden days, it was customary to deliver goods in the boxes that accumulated around the store. Sometimes these were soap boxes, about which some customers are very particular. Then again, wholesale houses allow a dollar a dozen for all empty boxes returned. In the old method, a customer would say to the driver: "Oh, leave the box, it will save you carrying it back. It will come in for firewood." This store saves $20 a month on its returned empty cases. This would soon pay for a folding box system.

There are specified delivery hours for each district, and if a customer should require anything out of these hours, a boy is kept to run errands. Particular attention is paid to the condition of the horses and rigs. This branch took first prize last year at the Winnipeg Horse Show for the best retail delivery.

The confectionery business done is big, a large quantity of candies and biscuits being sold. Use is made of expensive show cases. Fruit is sold from a stand of the firm's own design. It is in three sections, and one is changed every day.

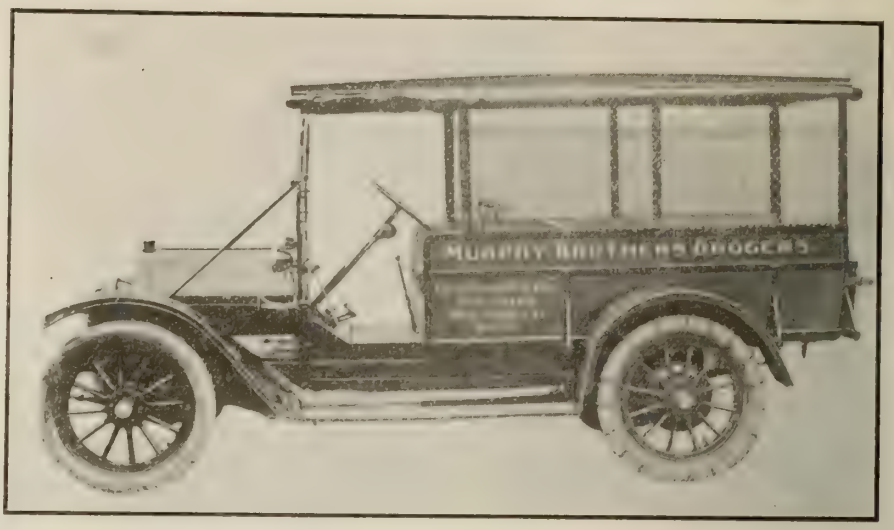
Incoming Goods Weighed.

A warehouseman is employed, who checks and weighs goods coming in, such as currants, and other bulk goods. The work of removing supplies to the basement is made easier by means of a hand-operated freight elevator. There is a vast difference between moving a big-load of canned goods to the basement by hand and by an elevator, especially when you are in a hurry. The warehouseman also cleans the windows, sweeps the store, morning noon and night, and looks after the boiler. The store is scrubbed and oiled every second week.

W. P. White, who is a nephew of W. H. Stone, and a brother of A. E. White, manager of the Main street store, is manager of the branch above described. He is a member of the firm, and has been with them over eight years.

Advertising the Auto Service

Murphy Bros., of Montreal, Find the New Delivery Necessary and Frequently Refer to it in Newspaper Space—Getting Them Business.



NEWSPAPER advertising is claimed to have increased the patronage of Murphy Bros., Montreal, to such an extent that the horse and waggon delivery has been superseded by the automobile and now the auto is being used to increase the patronage. "Look Out for the Chocolate Automobile," is a sign that frequently heads the newspaper ad. of this firm. At the same time by advertising a certain brand of butter and talking up its quality, quite a number of phone orders for butter are received. Scores of housewives order it and it gives a splendid opening for a judicious, polite and profitable use of the phone.

"Yes, Madam, our automobile will soon pass your door; you possibly can let us have a few more articles to send also. What about some——? We have quite a tasty supply and they are selling rapidly."

Such talk as this adds a fair number of cents to the 32½ for butter and not only pays for the advertising, but puts an extra customer on the list to be followed up regularly after.

This automobile cost $1,750, but L. E. Fogarty, the general manager, says it will very soon pay for itself, as it is doing the work of two horses and the up-keep is not so heavy.

This firm makes a point of playing up their name all the time in the window during the evenings, associating it with groceries of a high order. The idea has been further developed by a very handsome exterior perpendicular electric sign of no mean proportions, which can be seen by pedestrians coming and going at quite a distance. It does not only point out that Murphy Bros. are grocery and liquor dealers, but gives the public a strong impression as to their location.

RISING ABOVE A FAMILY PREJUDICE.

(Continued from page 83.)

of service that holds the customer; by selling goods that had merit in them; the elimination of the leaks that sap the life out of business; eternal vigilance in the extension of credit, and by purchasing carefully in the best markets, he has brought his business up to the point where with but ordinary attention it runs smoothly. He absorbs the best from his trade paper. He goes out on trips from time to time to gather ideas from other stores, and he evolves ideas himself.

Banning has become a worthy son of his father, who had been a well-informed grocer in his day. As Thomas Carlyle said: "Death is the joyfulest thing in life when it transfers responsibility to those big enough to shoulder it, for that's the only way you can make a man."

METAL CEILINGS DENOTE CLEANLINESS
MEAT SLICER GETS NEW CUSTOMERS
COMPUTING SCALES GIVE QUICK SERVICE
BIN FIXTURES DISPLAY GOODS AND KEEP SAMPLES CLEAN
COFFEE MACHINE THAT GRINDS AND PULVERIZES
HANDSOME SILENT SALESMAN THAT SELLS GOODS

Interior of store of E. T. Ryerson, Brantford, Ont., emphasizing selling importance of modern fixtures and good general appearance.

Relation of Store Appearance to Trade Expansion

The Inviting, Attractive Store Outlives the Haphazard One, Other Things Being Equal — Business-Getting Qualities of Modern Fixtures.

SOME fifteen years ago T. E. Ryerson, a Brantford, Ont., merchant, began business as a fruit dealer. About a year and a half ago he added a grocery department, an illustration of which is reproduced above.

Little more than a glance at this picture is necessary to appreciate the fact that the grocery business as well as the fruit is expanding. Here one sees a store, the very appearance of which is bound to attract and retain trade. It is in charge of H. D. Weekes, a practical grocer who takes a particular pride in seeing that the interior is in first-class order.

The metal ceiling, the meat slicer, the computing scale, the patented pivoted bins, the coffee grinder and the handsome, silent salesman all tend to give a tone of refinement to the place it otherwise would not have; the grocery department is connected with the fruit by an archway.

In discussing the part such fixtures play in the expansion of business, Mr. Weekes was loud in their praise. He cited actual instances where the meat slicer had secured new customers; where the bin fixtures had themselves sold goods; how the coffee grinder, which both grinds and pulverizes, brought in coffee customers who eventually became extensive buyers; and how the silent salesman lives up to its name by actually disposing of confectionery, meats in glass, and other delicacies and high-class goods.

In the Science of Business Building of to-day, store appearance surely takes a prominent part. Other things being equal, the store that through its appearance "calls the loudest" for customers is the one that fares the best and survives the longest.

Selling Methods Used in High Class District

Winnipeg Dealer Maintains That Selling Consists of Service, and Submits Evidence to Substantiate His Claim—Delivers Five Times Each Day—Interior Displays That Create Appetites.

Written for Canadian Grocer by C. W. Byers

EVERY grocer knows that it is quite a different matter catering to a community of millionaires than to one of artisans. A merchant who equipped his store in the artisan style when it was located in a district of "aristocrats" would be ruined in a week, and vice versa. A different type of store is necessary in each case. The windows must be different, the clerks, the fixtures, the stock, the deliveries, even the proprietor, all must be different. The two cannot very well be amalgamated. In Winnipeg there is a suburb known as Fort Rouge, of which most of the residents are of the upper class. It is a restricted district. On the corner of Governor and Stafford Streets stands the Crescentwood Grocery, owned by W. J. Sutherland. A description of this store will give an idea of the methods obtaining in a business catering to the well-to-do.

Mr. Sutherland has been proprietor for one year, during which, although business generally has not been good, he has witnessed an increased turnover every month. Some of his methods and principles are unique and worthy of attention. Prior to last year the store was operated by R. L. Waugh & Co., Ltd. Mr. Sutherland is an experienced grocer. Formerly he ran a chain of stores in Winnipeg. Eighteen months ago he sold out, and went for a trip abroad, returning with lots of energy and ambition, and bought out the above business in April, 1913.

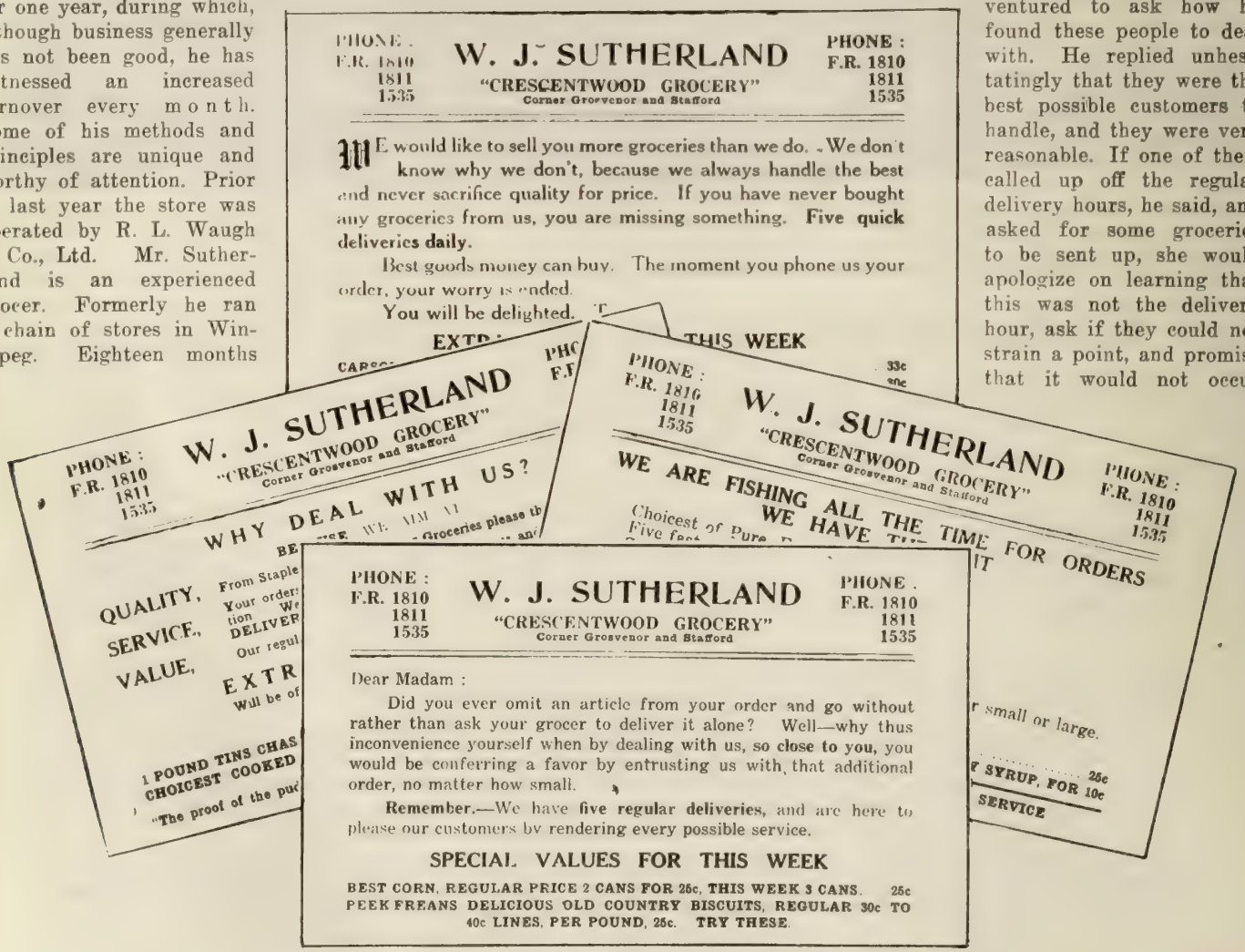
Five Deliveries Each Day.

When Mr. Sutherland opened up, he started out determined to give service and quality. Service to him meant a good many things, and principal among them was delivery. He decided to give his patrons five regular deliveries per day, and that when he said a parcel would be delivered in an hour, to deliver it, no matter what the consequence.

Clerks in the store were given to understand that this was no ordinary grocery, where, like a market place, merchants yelled to make one another heard. There is perfect quietness, and the clerks, who are highly-paid men, go about their business, as though they meant it, without any "Where's this, Jack?" or throwing of boxes around.

Mr. Sutherland has his own opinions of what the word "service" means in the grocery business to-day. He will not call for orders under any consideration, believing that this method of doing business does not pay. He says: "If you can't make your store attractive and inviting enough to bring your customers to it, you deserve to be without customers. I've been through the old-fashioned way—going after business—and it's a lot of work for nothing. Business is getting down now, not so much to personality, but to depend principally on service, and the word service includes everything, even the price. I have customers who have dealt with me for ten years, and I wouldn't know them if I met them on the street. In the old-fashioned way it would have been necessary for me to stop for a chat, and ask how the baby was getting along."

Remembering that Mr. Sutherland's clientele consists mainly of the upper classes of Winnipeg, Canadian Grocer ventured to ask how he found these people to deal with. He replied unhesitatingly that they were the best possible customers to handle, and they were very reasonable. If one of them called up off the regular delivery hours, he said, and asked for some groceries to be sent up, she would apologize on learning that this was not the delivery hour, ask if they could not strain a point, and promise that it would not occur


PHONE : F.R. 1810 1811 1535
W. J. SUTHERLAND
"CRESCENTWOOD GROCERY"
Corner Grosvenor and Stafford
PHONE : F.R. 1810 1811 1535
WE would like to sell you more groceries than we do. We don't know why we don't, because we always handle the best and never sacrifice quality for price. If you have never bought any groceries from us, you are missing something. Five quick deliveries daily.
Best goods money can buy. The moment you phone us your order, your worry is ended.
You will be delighted.
WHY DEAL WITH US?
QUALITY,
SERVICE,
VALUE,
THIS WEEK
WE ARE FISHING ALL THE TIME FOR ORDERS
Dear Madam :
Did you ever omit an article from your order and go without rather than ask your grocer to deliver it alone? Well—why thus inconvenience yourself when by dealing with us, so close to you, you would be conferring a favor by entrusting us with that additional order, no matter how small.
Remember.—We have five regular deliveries, and are here to please our customers by rendering every possible service.
SPECIAL VALUES FOR THIS WEEK
BEST CORN, REGULAR PRICE 2 CANS FOR 25c, THIS WEEK 3 CANS. 25c
PEEK FREANS DELICIOUS OLD COUNTRY BISCUITS, REGULAR 30c TO 40c LINES, PER POUND, 25c. TRY THESE.

Samples of post cards sent out by the Sutherland store, which bring in business.

The W. J. Sutherland store, located in a residential district of Winnipeg.

again. Another evidence of the class of customer being dealt with is that the Sutherland rigs are into the barn the earliest in town. No orders are taken after eight o'clock on Saturday night and five o'clock week nights.

Interior Creates Appetites.

But to the casual observer who enters this store, the first indication that he is in a high-class store comes from the windows and the store interior. The latter is de luxe, and provides a feast for the eyes of wealthy patrons. It gives one an appetite, and everything within vision suggests the feast rather than the laundry. Even soap when it must be shown is displayed in a manner that does not offend. In fact, the soap displays in this store are masterpieces. Mr. Sutherland attaches great importance to his windows. He also believes in good tickets, but not necessarily with a price.

The dressing of windows and interior as well as other responsibilities are divided among the clerks. One is responsible for the windows and for interior decorations, such as specialties, counter displays, etc.; another man looks after orders as far as he can. This man is not allowed to put orders into delivery boxes, this being left to the dispatcher, who checks up the other clerk's work. The latter sees that the amount of accounts tally with those recorded by the cash register. He also counts up the number of items, and writes the number on the slip for the convenience of the driver. Often a package will fall from one box into another during transit. This is detected by the driver, who counts the items as he delivers them. Should he find one too many in a box, he will go over the items one by one until he finds which package is in the wrong box. This he places on one side until he comes to a box which an item is missing.

Sales Slips Stamped By Cash Register.

Duplicating sales books are used in connection with every transaction. Both the original and duplicate sales slips are registered on a cash register, which prints the amount of the purchase, the date, the consecutive number of the transaction, and the clerk's initial on the top of each slip. By this system accuracy is enforced, and it gives an authentic receipt to each customer. It also takes care of the charge and C.O.D. business. Deliveries and collected C.O.D.'s are made on the authority of these printed sales slips.

Among the up-to-date contrivances in this store are an electric coffee grinder, the latest cash register, also electrically operated, a meat cutter, an automatic cheese cutter, several computating scales, and dust-proof patented bin fixtures, to the value of over $8,000. Talking about the latter, the proprietor said that a grocer who was fighting for this class of trade was compelled to have them. Neither mice nor dust could get into them, and good customers were very particular in this regard.

Uses Vegetable Fountain.

Vegetables are displayed on a fountain, water in a fine stream flowing all the time. There are three tiers, carrying celery, onions, parsley, radishes, etc. This device, says the proprietor, pays for itself over and again. Customers like to see vegetables looking fresh, and may choose their supply right from the fountain.

A specialty is made of provisions, which are displayed in a glass case, with marble base, fully enclosed to keep out dust and flies, a few of which will always find their way even into a high-class store. Meats are cut and displayed in slices. This is considered more inviting than the piece. About a pound is displayed in this manner, which is quickly disposed of on receipt of a telephone call. Incidentally, most of the business done at this store is secured over the telephone. There are four telephones. Two-thirds of the business done is on the credit system.

(Continued on page 119.)

Emphatic Evidence of the Dealer's Power to Sell

A Few Instances Where Canadian Grocers Have, by Absolutely Their Own Efforts, Expanded Sales of Certain Lines—Fancy Biscuits, Olives, Soups, Furniture Polish, Health Salts, etc., All Sold by Being Backed by Dealer's Suggestions.

DO you find you can induce customers to purchase new goods you believe they will appreciate?'' was a question asked a retail dealer not long ago.

''Oh, I don't bother attempting to force goods on anyone,'' he replied. ''Whatever they ask for I give them—they would feel indignant if I tried to tack on something to their orders. I don't believe in it.''

As Sheldon might say. this man's terminal facilities are reached too rapidly. He is afraid of himself and of his customers. He requires a Moses to lead him into the promised land.

* * *

On the counter of Chas. McCausland's store in Paris, Ont., were recently noticed two or three small sample boxes of fancy biscuits with glass tops.

''Do those sell any biscuits for you?'' he was asked.

''Certainly they do,'' was the answer. ''A woman, for instance, on completing her orders always looks around, and if she is at this counter she usually examines those samples if she hasn't seen them before. Once we see her looking at them it is no trouble to say: 'Have you tried any of those biscuits? Mrs. ———; they're particularly nice,' and so on, and a sale is invariably made. The sample breaks the ice, and once it is broken a quality talk usually cinches the sale.''

In four or five months, Mr. McCausland expanded sales of this brand of biscuit greatly. He began with no demand whatever, and has since purchased two shipments of some 18 tins to each.

And yet we are sometimes told it doesn't pay to attempt to influence a customer to buy extra goods.

* * *

''Every merchant can certainly introduce new lines,'' claims H. Wainwright, grocer, on Dundas street, West Toronto. ''We are continually suggesting new goods, and in fact if we didn't there would be little use in stocking them. Take those health salts. When we stocked them first we always kept them handy on the counter and took them out occasionally when calling for orders. We soon worked up a good trade in this way—and we do the same with other new and untried goods.''

''Those biscuit samples have certainly helped to expand sales,'' remarked F. C. Harp, a Brantford grocer, in discussing the problem of salesmanship. ''Customers see them there and ask questions and you may be sure we do the rest.

''Not so long ago I used to buy a couple of tins at a time—now I get 10 or a dozen.''

This small sample tin is also occasionally taken out by the man after orders and he invariably comes back with sales of biscuits in his pocket. ''I always send my best man after orders,'' says Mr. Harp, ''for then I know he will make no rash promises and that he will sell the goods we have in stock.''

* * *

Kerwin Bros., Dundas, Ont., have increased sales of a certain brand of fancy biscuits similarly. By having the samples on the counter they have during the past six months or so purchased four or five shipments, and have worked up this demand entirely themselves.

In window displays these young men like to have something extra special to attract attention as well as a neat display of the goods. For instance, some time ago in showing an attractive array of olives, they placed a series of pictures in the window showing the evolution of the bottled olive. Crowds were attracted and besides having the advertising connected with people talking about the store, they sold considerable olives.

* * *

E. F. Mason, a Peterborough, Ont., grocer, has worked up a large demand for a certain brand of packet soups. His prinicipal method in getting customers to try this line has been to point out to them the economy of it. Here is a point that may not have occurred to every dealer. A five-cent packet of the soup, Mr. Mason says, will be sufficient to begin the meal for a family or four or five persons. If the housewife made her own soup she would have to purchase say five cents worth of carrots, five of turnips, five of onions, the same of parsnips, some barley, etc. The total cost of the vegetables, therefore, before the work to prepare them commences it between 25 and 30 cents. Of course all these are not used at once, but some of them at least when left in the cellar are sure to wither or spoil, so that in the end the packet of soup is the cheaper. Mr. Mason has frequently used this talking point to get customers to try this line and because of its merit, it is producing repeat orders.

The pleased-looking shopper reflects good salesmanship on the part of the clerk.

* * *

''Why of course a dealer can sell goods above the ordinary demand,'' remarked Eric C. Jamieson, a Hamilton grocer recently, in reply to a question. ''Last week, for instance, we decided to push the sale of that furniture polish we had in that window display you see now, and to every customer who came into the store we suggested —— polish. We sold $12 worth during the week and have in addition created a demand for it that will mean a great many more sales in the future, for it is a good line.''

There was a friendly little competition on at the time between Mr. Jamieson and the head clerk, and the latter won out. This however, goes to show the power of the man behind the counter to persuade his customers to purchase goods that would otherwise not have been sold had not the store staff called attention to them either through window display or personal conversation. At every opportunity extra goods are sold in this store.

Part Played by Fixtures in Business Expansion

New Brunswick Dealer Places Much Dependence on His Bin Fixtures, Cash and Credit Register, Self-Measuring Oil Tank, and Computing Scales—Emphasizes, Too, the Power of Suggestion.

E. A. BURDEN, dealer in staple and fancy groceries has been in business for four years in Woodstock, N.B. In each successive year he has expanded the business so that to-day he enjoys the patronage of some of the best people in his town.

If one were to ask Mr. Burden what has helped most to build up this trade he would no doubt point to the fixtures. Selling nowadays consists largely in service, and modern fixtures tend to provide that service for which the people of the present day are looking for.

Not long ago at a gathering of merchants two or three were discussing the importance of cleanliness in the modern grocery store. "There is a store I know of," remarked one, "into which I do not see how a single person can enter. The place is filthy dirty."

"Right you are," remarked another "but there are some exceptions. I know a grocer up in the country who a few years ago enjoyed a healthy trade with a ram-shackle old store, boxes, barrels and baskets strewn all over the floor and little attention paid to the general appearance. He decided later to fix the place up and he certainly made it look spic and span—but his trade seemed to drop him like a hot poker. Just why, nobody knew exactly, but apparently folks who had been accustomed to seeing things rough and tumble did not feel at home in the modern establishment."

That no doubt was an exception. But if the sequel to the store were known we would probably find an increasing trade from particular people who appreciate cleanliness and modern service.

It was with this idea of "Service" in his mind that induced Mr. Burden to instal the fixtures and equipment to be seen in the accompanying photograph of this store. Walking up the centre of interior, one's attention is immediately attracted by the displays of samples in the patented pivoted bin receptacles.

"Those are all dust-proof bins," states Mr Burden. "They emphasize the particular care we take to give our customers goods free from dirt and dust. At the same time the contents are displayed to good effect by the dummy fronts and offer suggestions to our customers which we cannot always present personally."

Interior view of the attractive store of a New Brunswick grocer—E. A. Burden, of Woodstock.

This dealer is enthusiastic over the power of these bins to expand sales, and it is quite clear to anyone that they should.

A piece of equipment that facilitates the serving of customers is the computing scale. At the same time, as Mr. Burden says, "it prevents the giving of overweight and incorrect calculations."

More Time for Selling Work.

There is also a cash register which in his opinion is a most valuable store assistant to him. "It insures us against mistakes,' he states, "and keeps a correct account of all cash received and paid out." This tends to remove worry and therefore permits the sales' staff to put more energy into the work of selling—all of which means the expansion of business.

Connected up with this cash register a credit register makes a good team. This is one of this dealer's greatest savers of time—and money. "That account register," he tells Canadian Grocer, "stops up the leak of forgotten charges, prevents disputes, increases collections, and saves time that otherwise would be spent in posting and making out invoices."

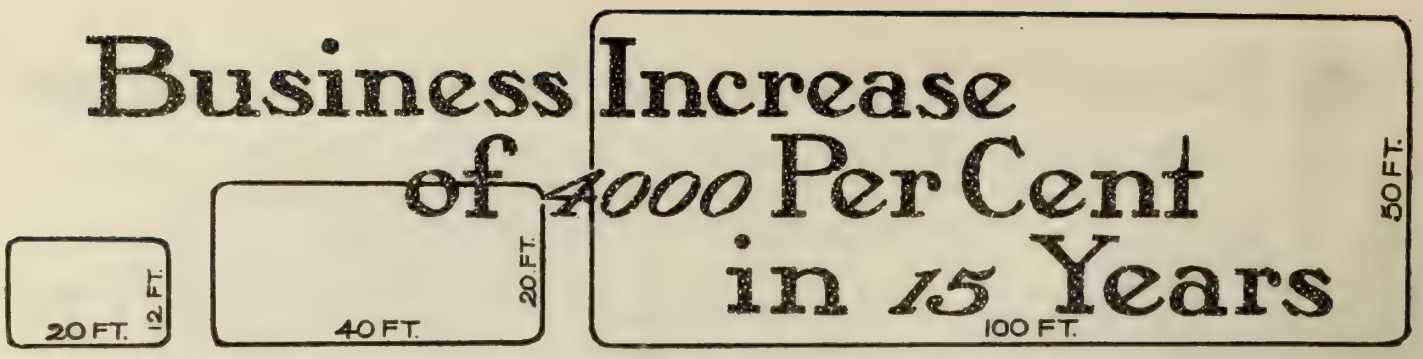
Every dealer realizes that every dollar lost by leakages in oil or anything else, makes it all the more difficult to build up the business. This New Brunswick merchant realized this from the start and aimed to get that dollar into his cash register by using a modern self-measuring oil tank. Leakage from the ordinary barrel is saved and in addition the oil problem becomes a pleasure for him rather than a drudgery.

The experiences of Mr. Burden therefore, illustrate the part played by fixtures and equipment in the expansion of the modern grocery business.

Selling Power of Suggestion.

As readers will already have observed, this store depends greatly on the power of suggestion in making sales. In addition to the rows of pivoted bins on either side the aisle, fancy baskets for fruit, nuts, etc., are extensively used and show cases aid in the expansion of confectionery sales. The illustration also reveals neat canned goods displays at the rear end one one side and cereal displays on the opposite.

Business Increase of 4000 Per Cent in 15 Years



FOUR FIGURES, and small ones at that would represent the first twelvemonths' turnover of T. B. Cramp, an Orillia, Ont., grocer, when he launched into the ocean of business fifteen years ago.

He has sailed through stormy and fair weather; among the reefs and rocks that spell disaster to the unwary, and close by the sands and shoals that retard the progress of the vessel. Nevertheless, by exercising the business instinct secured from his previous work as a contractor, by constant vigilance in watching the leaks that sap away the profits, and by adopting "Adequate Service," as a motto, Mr. Cramp to-day has a store that would do justice to any large city, and a turnover that is the fond hope of many a merchant. In the fifteen years his business has actually expanded more than 4,000 per cent.

A Steady Evolution.

The story of the expansion of this large business affords a splendid example of steady and healthy evolution. Back in 1899, Mr. Cramp opened a small store 12 by 20 feet in dimensions, on one of the back streets in Orillia. In 1903. increase in business warranted expansion. Moving the old store back, he erected in front a concrete building 20 x 40 feet. But as the sturdy youth soon outgrows his jacket so did this prospering business outgrow the new store. In 1910 it was pressing for more room, so he moved to larger premises on West street within two or three doors of the main thoroughfare of the town.

But the business of T. B. Cramp had "got the habit" of growing, and three years later still further expansion became necessary. Then on the principal street of Orillia advantageously situated, directly opposite the market and opera house, he erected a substantial block 50 x 100 feet. That is where he is located to-day.

Beginning 15 years ago with a store of 240 square feet he has to-day one of 5,000 square feet, or 20 times as great. Here, then is a splendid example of business expansion.

Interior Fitted Handsomely.

The accompanying illustrations speak themselves for the interior of the new establishment. The store proper is 50

STRONG ADVOCATE OF ASSOCIATIONS.

T. B. Cramp, the subject of this article, is a man who believes in the principle of "live and let live." He takes a great interest in association work and at the Retail Merchants' Association convention in February, spent two days on the discussion of problems for the betterment of the retail trade as a whole. He was foremost in giving his views on many of the questions that arose and in every case demonstrated that he had made a close study of affairs of the retail trade during his fifteen years' experience.

East side view of T. B. Cramp's new store in Orillia, Ont., showing modern counter and bin fixtures.

View of west side of Mr. Cramp's store. Note display stand on left for fruit, etc.

x 50 feet, leaving the same sized floor at the rear. The display counters and the pivoted bins in the shelving contribute greatly to a modern interior. These enable the goods to be shown and at the same time protect them from being pilfered or covered with dust. Counters are of quarter cut oak, and present an exceedingly attractive appearance as store furniture. The stout pillars give the impression of strength and at same time allow of displays being built up around them.

The first stand to be seen in the picture on the right hand page is, according to Mr. Cramp, a splendid business getter because it enables customers to "take in" rapidly each variety of fruit and vegetable in stock.

The provision department is one, the expansion of which, has helped much to produce the increase of 4,000 per cent. in the business. The ample refrigerator accommodation has helped greatly in this expansion.

Has Large Flour Trade.

One of Mr. Cramp's most profitable departments is that of flour and feed. He purchases heavily grain from farmers, as well, of course, as potatoes, eggs, butter, etc., and sells them large quantities of flour in return. The rear half of the ground floor is fitted with conveniences for the flour and feed branch of the business, with separate side entrances, shutting off this trade from the front store. There is also storage room there for surplus stock, and facilities for taking in, packing and sending out goods.

There is a concrete basement the full size of the store, thus affording excellent facilities for handling the extensive business in vegetables, produce, apples, etc., which this merchant has gradually built up.

The Science of Service.

Judging from what has here been recorded, Mr. Cramp is well qualified to talk on the Science of Building a Retail Business.

"Service," he says, "is what counts most. To get a fair share of business nowadays in the face of existing competition one must have more to offer than simply the goods. The man who only supplies the goods asked for may eke out an existence, but if he wants to build up a substantial paying business he must give service and a square deal."

Service here includes not only delivery service, but good goods, good accommodation over the telephone and in the store, carefulness in presenting the goods attractively and clean, and courtesy in waiting on customers. He believes in the power of salesmanship to sell.

"There is a big difference between the salesman and the ordertaker, and there is a big difference in sales in a year in a trade served by salesmen as compared with the one in which ordertakers hand out the goods."

There are few stores in Canada to-day which can show an increase in business from $17,000 to $75,000 in three years, but this is what actually took place in three years of the fifteen in which Mr. Cramp has been in the grocery business. The latter figure of course does not represent his turnover to-day, which is much beyond that but the increase of $58,000 in a period of three years' time is surely a phenomenal one and stands pretty nearly a record.

FEATURES IN HIS STORE EXPANSION

First store of T. B. Cramp 15 years ago was 12 feet by 2 in dimensions.

Present establishment is 50 x 100 feet, or twenty times larger.

During the fifteen years he has increased his turnover more than 4,000 per cent.

In three years of the fifteen, the turnover was increased by $58,000—probably a record.

His present store includes flour and feed, provision and fruit and vegetable departments each with good turnovers.

When he built the present establishment he fitted out the store proper in quarter-cut oak display counter fixtures, giving it a most attractive appearance.

Saskatchewan Ave., Portage la Prairie, in 1890.

A Glimpse of Early Days on the Western Prairie

Reminiscences of Portage La Prairie Dealers Who Catered to the Public Back in the 'Seventies—Sugar and Salt Sold at 25c Per Pound and Coal Oil at $5 a Gallon—A Wonderful Transformation.

THERE is little in Portage la Prairie, Man., to-day to remind one of the rough times experienced by merchants in the late seventies, before the time of railways, years and years before wholesale houses of the East dared to send a traveler beyond Fort William. The stores that served in those days have all vanished, and strange to say, not even a photograph is left of the rough log huts in which sugar was sold in those far-off days. The only thing that reminds one of pioneer times is the pioneer himself, who, when business is not brisk, will put his feet up on the counter and let his mind wander back to those stormy times.

Among these pioneers is S. R. Marlett, of Marlett & Dixon, who opened the second general store in that town in the spring of 1871. He has long retired from business and is spending his days at present on the farm.

Prices in the Early Days.

Mr. Marlett who carried a large stock of china and earthenware goods and some groceries in the early days, cited to the Western Editor of Canadian Grocer a few of the prices that obtained in those days. He brought the first Goderich salt into Manitoba, and sold it at $32 a barrel or 25c. a pound. Coal oil sold at $5 a gallon; sugar brought the same price as salt, and the ordinary cup and saucer sold for 62½c. Cut nails brought 25c. a pound, while lead pencils which sell to-day at 2c. brought 25c.

Asked why so many prices were in uneven cents, Mr. Marlett explained that British currency was then in use here. Business was done mostly by barter for furs, buffalo robes, and pemmican. The only currency was gold and the Hudson's Bay "blanket," which was in denominations of a shilling, five shillings, and one pound notes.

The mention of Hudson's Bay blanket reminded T. B. Millar, a Portage la Prairie hardware man talked to, that he had recently seen one of these among his papers in the office. He forthwith made a search and found it, but the letters upon it were so defaced, it was only with difficulty read. It ran something like this: "Five shillings sterling, 1850. Hudson's Bay Company, No. 1163. I promise to pay to bearer on demand, the sum of five shillings sterling, at York Factory in Rupert's Land, dated first day of May, 1851, by the Governor and Company of the Adventurers of England, trading into Hudson's Bay." Then followed the signatures of A. Barclay, the secretary, and A. E. Pelly, accountant.

Getting Supplies.

In those days it was not possible to send to Winnipeg for a supply of any stock when it ran out. Twice a year it

Views of Saskatchewan Avenue, Portage la Prairie, at present time.

was necessary for the merchant to make a trip to Toronto or Montreal, and while there to buy several car loads of goods. The freight was per car load, and, if after order had been placed, the car was not full, the merchant would order it to be filled with some one line. Often when the car arrived at its destination, it would be found that the articles bought to fill space were away ahead of what would be required in Portage, and, consequently became dead stock. Some amusing stories are told in this connection.

The price of transportation in those days from Toronto to Portage was $15 for every 320 lbs. carried, and it averaged five dollars a hundred. That was in 1871. Prior to that the freight was higher, as by '71 the railway had been laid to the Red River.

The customers were mostly half-breeds, but later there came quite a number of Canadians from Huron and Bruce, and up to that time English settlers had not begun to come out. By the time navigation opened in the spring most of the stocks had become exhausted, and the inhabitants were looking anxiously forward to the arrival of the first boat at Fort Garry. The stores would probably run out of coal oil long before the winter had arrived. However, one looked after another. The man who had money would share it with those who had none, and everybody was happy. Mr. Marlett remarked: "There were no notes to meet at the bank in those days."

In those early days business came in spasms. One day a number of settlers would come into town, and the next day nothing would be done. The Millar brothers, like most of the others, were single men who lived at the hotel, and when business was dull would paste a notice on the window announcing that they had gone to the hotel. Customers arriving unexpectedly would go in search of the merchant. Things have been reversed in this respect.

Business Methods Change.

Marlett and Dixon had practically no opposition in Portage la Prairie except for the Hudson's Bay stores until 1873. In that year two enterprising young Canadians, Melville and Garland, started business there, and operated until 1882. Both died comparatively young. By the year 1875, a large number of tradesmen were coming in, and prices were getting lower. Between the years 1871 and 1875, there was a different system of doing business to what followed.

Among the grocers who opened in 1880 was T. A. Newman, who is still located in the city. He is an expert on furs, and still buys extensively.

Mr. Marlett told an interesting story to give an idea of prices and the condition of living in the early days. He went to Toronto in '71 and purchased 150 old-fashioned ladies' trimmed hats at 25 cents each, and took them back to Portage. Within a week he sold them all at $5 each. Every girl in town he says, from 5 to 90 years of age, was wearing one of those hats, and the sight at church the next Sunday was amusing. This was the best deal Marlett ever made. The hats happened to be just what were wanted, and those who were unable to secure one of the hats were very much disappointed.

Ordinary common prints and cottons sold at a shilling a yard, and that was about the only thing that women wore outside of furs. They made their own dresses and underclothes, and their furs as well. The men wore corduroys mainly.

Candy Same Price for 50 Years.

Twenty-two years ago, Mr. Marlett bought some candies in town to take to the children of Le Pas, where he was going on a trip, being at that time superintendent of Indian agencies. On the way his stock of candies vanished. He tried to buy more at Le Pas, and found that he would have to pay 75c. a pound. He remonstrated with the clerk, who referred to his price list, and found that it had been supplied fifty years before, and as the clerks were not allowed latitude, the price of candy had never changed.

Interior of the grocery department of the J. F. Cairns store in Saskatoon, Sask. This emphasizes the wonderful advance made on the Prairies during the past few decades.

Evidences in Nelson B. C. of Western Progress

The New Store of Christie & Benson Illustrated—Movement From Suburb to Business Centre Lost Few Customers—Trade Held by Service in Delivery and in Waiting on These People Adequately.

By DAVID WILLIAMS.

Interior view of the store of Christie & Benson, Nelson, B.C.

NELSON, B.C., among the Rocky Mountains, where people breathe the free, invigorating air of the hills, has seen in recent years the erection of stores and business places. Not the least among those is the comparatively new store of Christie & Benson, grocers, an interior view of which is reproduced herewith. The business was started in the part of Nelson known locally as Fairview, in 1908, under the name of Benson-Hague & Co. This was continued until June, 1911, when Mr. Christie purchased the other partner's interest, and the style of the firm was changed to the present name, Christie & Benson.

In September, 1912, they abandoned their old stand in Fairview, and moved to their present store situated on the corner of Ward and Victoria streets, making a bid for the uptown trade of the city.

In taking this move the proprietors determined not to lose their old customers in the suburban district. But to hold them was not an easy task, as others who were nearer naturally endeavored to secure their trade. However, the firm lost very few of their former friends. On Mondays, Thursdays and Saturdays of each week, one of the members made regular calls upon these people, and secured their orders, while careful delivery, strict attention to their wants and fair dealing did the rest.

One feature of the firm's methods is that all delivery is done by contract, the contractor being held strictly responsible for the safe and prompt fulfilment of his charge and placing the purchases in the hands of customers at reasonably short notice and in good condition.

The firm are quick to take up anything that will sell at a profit.

Christie & Benson make a specialty of attractive windows. In dressing a window they feature some one or two articles, and place them in such a way as to attract attention and make the party seeing them remember what they saw. They are also careful to show in their windows goods that customers are requiring, and are in demand, leaving them there just as long as they bring business but not a day longer.

A Profitable Advertising Stunt.

As an instance of their tact, a short time ago the women of one of the churches had a sale of some home cooking and wanted some place to show it. The firm promptly offered them the use of one of their show windows. This brought into the store a number of ladies who had not been patrons of it, but through polite and courteous treatment many of them came again.

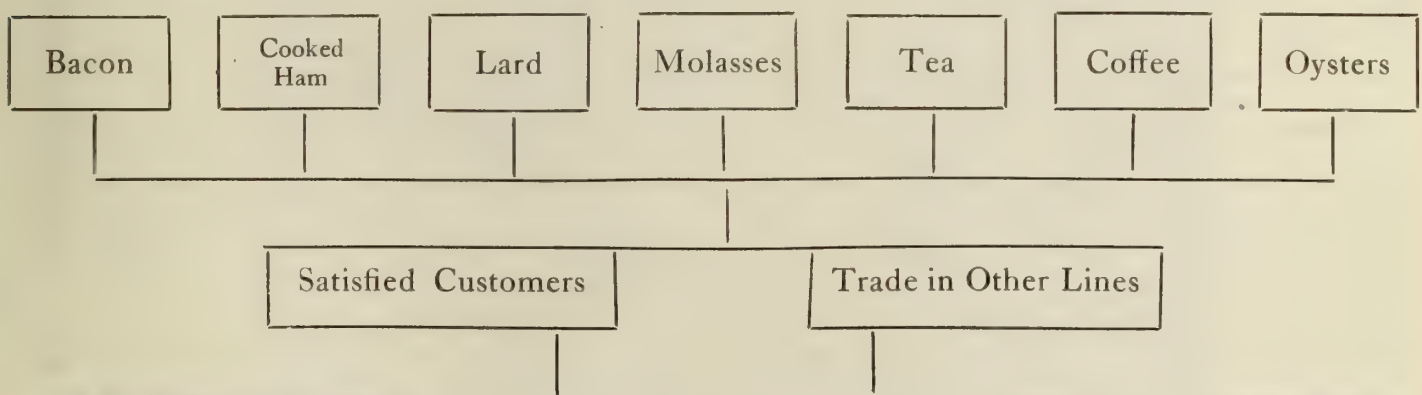
The members of the firm are both young men and full of ambition and youthful energy.

Coffee Trade Increased 3,000% in Four Years

Remarkable Evidence of Selling Power of the Dealer—G. A. Gow, a Hamilton Grocer, Laid Seven Good Foundation Stones for His Business — How the "Work of Erection" Has Progressed Since.

FEW better examples can be found of the possibilities that exist for the expansion of sales of certain lines of goods, than this: Four years ago G. A. Gow bought out the grocery business at the corner of Locke and Stanley streets, Hamilton, Ont. At that time he sold some ten pounds of coffee every two weeks. To-day he is selling 150 pounds in one week.

Before joining the ranks of the retail trade, Mr. Gow had been a traveler for several years for various firms, and of course knew something about coffee. Then, too, he clerked in a grocery store in Guelph, his native town, and was also connected with the trade in Chicago and Hartford, Conn., so had a good foundation on which to build a grocery experience. Nevertheless, he found that to get and hold trade in coffee, or in any other line, one had to study the customer and the goods.



Is the Consumer a Tea Judge?

But to get back to the expansion of the coffee trade—an expansion equal to 3,000 per cent. in four years—it must be said that his knowledge of this line previously gained, aided him greatly in increasing his trade. He first selected a blend that he thought would appeal to his customers. He installed a handsome electrically driven coffee grinder—one that will grind any fineness desired—and then impressed his customers with the fact that he knew something about coffee. In this connection Mr. Gow told the following story to illustrate what confidence in one's grocer will do to a customer: "Years ago," he said, "when I worked in a grocery store in Guelph my employer had the reputation for being a good adviser in the matter of tea. I remember a woman coming in one day with the story that she was getting tired of the tea she had been buying, and wanted Mr. ——— to blend her something she would like. This he did by using several kinds of tea, and the woman came back saying that she had never tasted such splendid tea in her life. Of course, we sold her all her tea after that and I got so that I knew exactly how to blend it. She thought that because she gave the order always to the proprietor, he was the only one who could serve her.

"One day she came in for tea when the grocer himself was away and of course I told her I understood exactly what she liked. With a bad grace she let me get the tea for her. However, a few days later in she came to tell Mr. ——— that she didn't like what I had given her, and asked him to fill her order again, at the same time handing him back the balance of the parcel I had sold her. He took it and came back to the rear of the store where I was and asked me to get him another paper bag. He simply emptied the tea the woman had brought back into the new bag and gave it to her again saying: 'I think you'll find that alright.' Next time she came into the store she stated it was her old tea again, and was simply splendid.

"So, you see," added Mr. Gow, "it means a lot to have the confidence of your customers."

Value of the Coffee Aroma.

An additional incentive for people buying coffee from this dealer is found in the aroma of it. "When I started out to build up my trade in this line," he said, "I found very few customers adding coffee to their orders, I simply had to make them think of it somehow or other, and I decided that a nice coffee aroma permeating the store would help a great deal. Between four and five o'clock in the afternoon there were always several women coming home from down town, and all those living south of Locke street, got off the car at the corner and had to walk past my store. As soon as they commenced coming, I would put a little of the fresh roasted beans in the hopper and start the machine going. This not only gave the impression that I was selling coffee, but the opening of the door sent the waves of coffee-scented air throughout the store. It smelled so good that the majority of the women remarked it, and of course it was then a simple matter to include coffee in their orders.

"There are, of course," Mr. Gow went on, "always a certain number of complaints. But when I was on the road for the Hartford firm I learned that the most of these complaints where good coffee was being sold, was due to some defect in the coffee pot. Here is an instance: One of my retail customers in the States said to me one day, 'Say, what's the matter with that last coffee you sold me—Mrs. Brown came in the other day and said she couldn't drink it.' 'Where does Mrs. Brown live?' I asked. He showed me, so I went over to see her personally. I told her as judicially as I could my errand and asked to see her coffee pot. I found that it had not been properly cleansed, and showed her the rings of sediment that were clinging to the sides, and pointed out that it should be thoroughly scalded at least once a week to get the best results. Of course a retailer cannot always tell a customer how she should make her coffee. She usually thinks she ought to know more about that than a mere grocer and unless one handles the case diplomatically, he is liable to lose a good customer. Frequently, however, a customer will ask your advice, and then is the time you can give her a strong talk on the coffee pot matter."

Specialized on Seven Lines.

Those who have read the article this far may think that Mr. Gow gave his attention to nothing but coffee. That is not the case. When he started in business he determined to specialize on seven articles. His idea was that if he could create an individuality for his store by selling seven high grade lines—practically all necessities—he would get considerable trade for all goods carried. So he specialized in these:

BACON.
LARD.
COOKED HAM.
TEA.
COFFEE.
MOLASSES.
OYSTERS.

He hunted, for instance, all over Ontario until he found a brand of bacon that he knew would meet with favor from all his patrons. He used catchy advertising, and show card slogans for each so that customers would remember them. For the cooked ham it was: "Not home-made but second cousin to it." For the oysters it was: "The Aristocrats of Oysterdom," etc. "One of the seven," was another catchy phrase he coined, and he found this line of advertising to not only create interest but to get results.

Margins Good on Cured and Cooked Meats.

Separated by a partition is the meat department. Fresh as well as cured and cooked meats are sold, but with the present prices at which fresh meats are selling, the profits are not large. On cured and cooked, however, the margins are found to be substantial. Mr. Gow finds that the meat department gets him grocery business. Every Friday evening the windows in the meat section are artistically dressed with tempting chickens, celery, lettuce, radishes, apples, etc., and the curtain left up to catch the eyes of the theatre people and others returning home late at night. All these things are selected with care. The apples for instance are the best spies, russets, etc., that can be secured and they are nicely cleaned off before being put into the baskets.

Selling, Mr. Gow claims is a very necessary part of the work of the retail dealer, but it is not everything. He is strict in the matter of extending credits, and has decided opinions on how this department of merchandising should be operated.

Credit Losses Small.

"In the four years," he remarked to the writer, "I haven't lost $25 in bad debts. A man cannot be too careful in this. Rather than take a chance on losing money in this way I would sooner not do the business. I make it a firm rule with my customers—it doesn't matter whether they belong to the aristocracy or anything else — they have to settle up their entire account at the end of every month. Not long ago a customer who owed us some $10.31, came in to pay her bill with a cheque for $10. This I pointed out could not be done. When an account was due I told her it was necessary that it be paid in its entirety, that we must have the whole amount so that the leaf could be torn out of the loose-leaf book and destroyed. It is only necessary to have to go through this once with a good customer, and the other kind is not a profitable one. I know several persons whom I refused extended credit have gone to other dealers and stung them for large sums in goods they can't or won't pay for.

"Watching credits is, therefore, an important part of the grocery trade, if one is to increase the business from a net profit standpoint."

A TRICK OF THE TRADE.

A little girl came into the grocery store for some goods for which her mother had sent her. She held 20 cents tightly in her warm, soft hand. Reaching it up to the smiling grocer behind the counter, she said: "Mama sent me for some——," then a pause, and looking up at the expectant merchant with her big round blue eyes, she exclaimed, "Oh, I've forgotten what it was she sent me for," and half in tears she turned her gaze on the floor. Another tragedy of youth! The kindly grocer soon soothed the injured feelings. "Give me the money," he said, "and I'll put it up here until you run home and ask your mother what it is she wants." The bargain was at once closed and out the little girl ran. Turning to the writer the grocer observed: "One of the tricks of the trade; there are two other stores nearer her home than this one," and he pointed to the 20 cents on the shelf.

WATCHING THOSE WHO DO NOT PAY.

Some grocers are so busy they neglect to send their statements out until the month is well advanced, by which time most people have spent their money. J. A. McKerchar, Winnipeg, uses the mail for sending out his statements. They are all in the post office on the night before the first day of the month. He has a method by which he can tell in a minute who are paying their accounts, and who are not. A list of credit customers is typed, with the amount of their account. As these are paid, they are stroked out by the bookkeeper. The proprietor can take this up at any time and see how things stand at a glance, without having to run through a ledger.

SYMPATHY BEATS POOR LOCATION.

"Speaking of location," remarked a Canadian grocer during a recent conversation, "I can tell you of a man who made money in the grocery business in one of the poorest spots in our city. The store was situated not far up from the very business centre and yet was not in what could be called a good residential district. Down-town being so close, the people in the vicinity had always been accustomed to go there for their groceries. Anyway, this fellow started up, and none of us ever thought he would last.

"You would have been surprised to have seen the trade that fellow worked up in such a short time; but I didn't know till long after just how he did it. It appears that he built up his trade by getting the sympathy of the people of the district. In the first place, he had to give up other work on account of failing health. This helped him along from the start. Then, too, as I afterwards learned, his wife used to collect the bills and take orders at the residences of their customers, and by crying over her alleged troubles and bewailing the lot of the family, easily got the sympathy of almost everybody.

"It wasn't very long after starting in business that this man bought the store. Then he bought the block and later the one behind it. It was not, however, until he purchased a fine residence in the vicinity that it leaked out that he owned so much property, and when the news spread around his trade began to disappear like snow before an April sun. I took over the business afterwards and ran it with my own, and I found that that man had one of the best educated classes of customers I ever heard of. A delivery wagon was practically unnecessary, and customers seemed to consider they were under an obligation to the grocer rather than the other way around.

"So you see that's what sympathy does for one," he added.

Canned Salmon Sales Boosted by Window Trim

One Window Neatly Made Disposes of Over Five Cases, or More Than Fifty Dollars' Worth in Couple of Weeks—Display That Sells Must Not Only Attract, But Must Create Buying Action.

DESPITE the fact that the preacher and philisopher tell us the clothes do not make the man, yet looking at the matter through modern spectacles, the majority of us would be inclined to make the claim that clothes have a great deal to do in the making of the man. At any rate the outward appearance of the individual usually evidences pretty well what are his characteristics.

With the store, very much the same is true. Passing along the business street one can generally tell from the windows and store-fronts just about what sort of goods are carried inside and if he is any sort of a character reader at all, he can form a fairly accurate opinion of what kind of an individual is back of the goods. This makes window dressing an art, if it is to reflect the interior.

To sell goods a window must not only have the power to attract people to it. That is only one-third the problem solved. It must also create a desire on the part of the passer-by to want some of the goods shown, and lastly, it must be strong enough to change that desire into action—that is, the onlooker must go in and spend his money.

An Actual Selling Window.

Herewith is shown a canned salmon display. It recently appeared in the window of H. Wainwright, Dundas St., West Toronto. The question will naturally be asked: Did it sell anything?

"During the first couple of weeks," replied Mr. Wainwright to a question, "that display sold some five cases of salmon—four dozen to the case. I did not cut the price either—it was all sold at twenty cents the tin."

Bringing this down to actual dollars and cents, it will be noted that five and a half cases of four dozen each make twenty-two dozen or two hundred and sixty-four individual tins. At twenty cents each the turnover on these will be observed to be $52.80—a handsome sum from one window, and an increase in the sales that otherwise would not have been realized.

While the illustration here does not do justice to the trim—reflections prevented a front view—yet readers will get a good idea of how it was built up. Actual cases of the salmon were placed in the window, but not promiscuously. The general outline was that of a triangular pyramid. For instance, looking at the illustration, two boxes will be observed on their ends filled with salmon. On top of this is one box on its side, and on that again another on end. A pyramid of cans of the goods top the display, reaching almost to the summit of the window.

Additional Value Secured.

It should be understood that when Mr. Wainwright first put in this window, the Lenten season had not yet begun, so sales above referred to were made on the sheer selling merits of the trim.

"Of course," he added, "the sales mentioned do not represent the true value of it to me. From past experience I know there are a great many people passing who might not at the time be in the market for salmon, yet they will remember the impression the display made upon then and will later on associate my store with salmon when they do want to purchase some. People in the vicinity who pass on the cars but who do not walk past the store will also have their attention attracted by the trim and eventually some of them will come in to the store to buy."

Substantial sales were made from this salmon trim, even before beginning of Lent.

Likes the One Line Display.

This dealer placed practically nothing but salmon in this window, because he is a believer in the one line display idea. "I think the one line is better," he observed, "because it compels the passer-by to concentrate his attention.

Good example of a single line display of jams and preserves. This is a good line to feature at present time because housewife's supplies have in many cases disappeared.

Splendid one-line trim of canned goods from Kamloops, B.C. Now that spring is well advanced this is another good line to push.

The Single Line or Multiple Display: Which?

Important Question Discussed by Retailers and Clerks Who Give Reasons for Holding Definite Opinions—Particular Displays Described Which Brought Good Results—Other Views Desired.

"DO you believe in Santa Claus?" runs the refrain of an old nursery rhyme song which is still heard from many a lip.

A question which has interested the retail grocery trade for many years and which yet remains modern, is: "Do you believe in the multiple or the single line window display?"

ALBERT BROADLEY, a SUNNYSIDE, ALTA., dealer states that one of the best selling displays he ever had was one of packet teas only. He is very much in favor of the one line window, but claims this should always be a leading line. His method is to push one slow seller at a time, say every other week.

Favors Associated Lines.

J. R. GAULEY, ST. CATHARINES, ONT.:—"I favor confining a display to one department. A provision window may show many lines of goods, but in my opinion should emphasize the provision end of the business. The same is true of canned goods, cereals, etc., and while my window is small, I should not think a display in good taste without putting a line forward as a feature of the display.

"A display without a plan—a window showing biscuits and tea and pickles at the same time—distracts attention, instead of attracting it. For selling results, I think the department idea the best, and would assemble my display accordingly. I show teas, coffees and cocoas together; extracts and spices together; pickles, sauces and table relishes together; butter, eggs and cheese together; bacon, smoked meats and cooked meats together. Fish in all forms together, and so on, ad infinitum.

"The window which sold the most goods for me had a card, "Fresh Dairy Butter, 30c lb." when butter was 33c on the market. It was shipped in and was cheaper than the other fellow had it. It had a centre and side pile of clean bags of salt, and the butter was neatly arranged on platters, between, with a readable price card on the display."

R. EDMONDS, SIMCOE, ONT., is one of those who believes that the multiple display is the better, or to be exact, a window containing two or three lines, but not more. A trim like this, he says, appeals to more people.

"Too many lines are conflicting," is the way JOHN H. PARDINGTON, of PETERBOROUGH, ONT., puts it. From this it will be seen that he is another advocate of the one line display.

If there is only one window in the store, WM. McSAUGHEY, of PEMBROKE, ONT., favors a mixed display.

A. E. FAIRBAIRN, BANK ST., OTTAWA, ONT., says he has tried both the single and multiple displays, and has come to the conclusion that the former is the better. One of the best selling windows he ever put in was one of canned goods only.

Even Door Mats Sold Well.

"If the window is small, one line is sufficient," is the contention of J. E. WILSON, of KINGSTON, ONT. "But," he adds, "if it is large then it ought to stand three lines or more well displayed. In my experience of ten years' window dressing, I have found that to be the case. All our windows produce good results as we have a rather large window. Last fall, for instance, we got some door mats as a side line and I made a good window display of them. During the first two days we sold 20 and the following days almost as many. That display certainly produced good results."

P. J. FROOD, PEMBROKE, ONT., is of the opinion that one special line of goods produces the best results, as a window containing a varied assortment of articles, while appearing attractive to the passerby fails in a great many cases to draw his attention to any one particular article. "The casual observer," he maintains, "will stop to examine a carefully trimmed window, but will not stop long enough to secure a fair idea of the whole display if there are many different lines in it.

"In our own case we unfortunately have only one window. As time will not permit us to make a change of display more than once each week, and as we must keep in public view specimens of our stock of perishable goods, we have to make a display comprising five or six lines of groceries and in a prominent position—samples of any fruits and vegetables, which we wish to quickly dispose of. We find that any article, no matter what it may be, provided that the price is within reason and the display attractive, will sell readily when placed in our window, and we consider that a carefully trimmed window is essential to the proper conduct of any successful business."

Good Jelly Powder Trim.

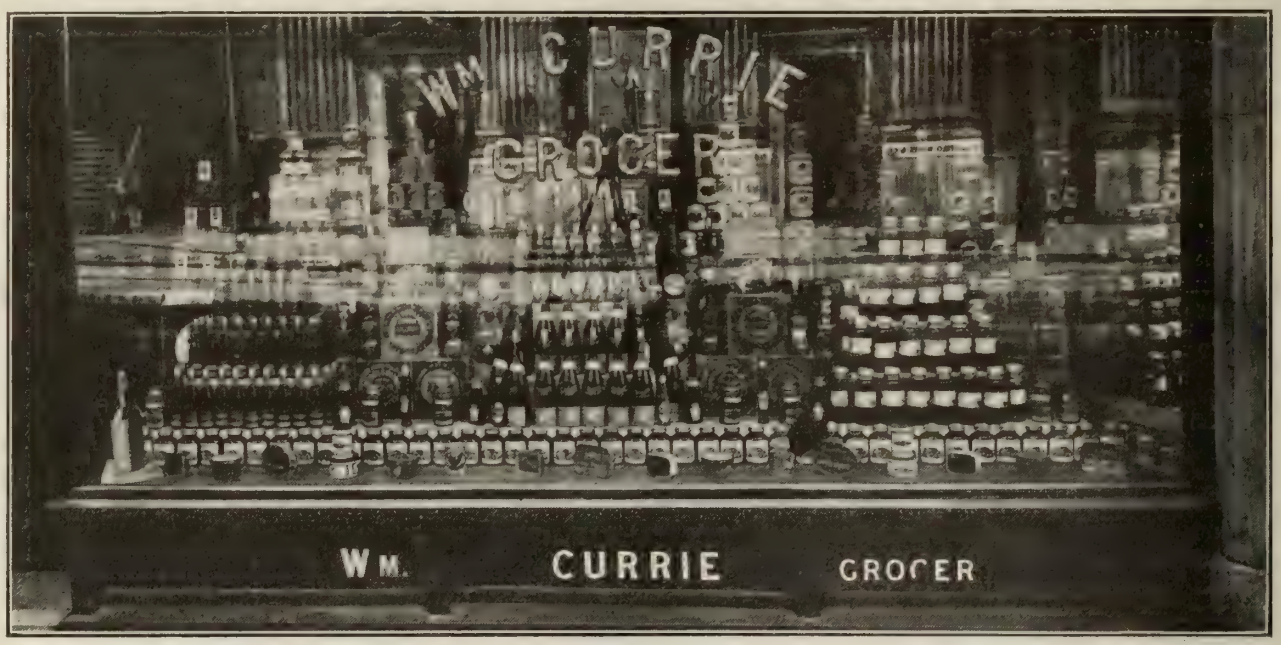
"I am in favor of a one-line window," declares FRANK HURLEY (Leahy's Grocery), KINGSTON, ONT., "that is in most cases. A mixed window, I think, is better for a Christmas or Easter display, but under ordinary circumstances I like the single line trim. One line appeals to a passerby more quickly than several, and if it is arranged in an attractive style, it becomes a first-class salesman. I have special reference to a display of pickles only, one of a meat extract, and one of jelly powder. The latter sold particularly well. I had arranged a small table in the window upon which was placed an appetizing display of prepared jelly removed from the moulds and ready for use. This served as centre piece. Then on either side and in the front of the window were small packages of the powder and large formed the background. This trim brought us good business."

(Continued on page 108.)

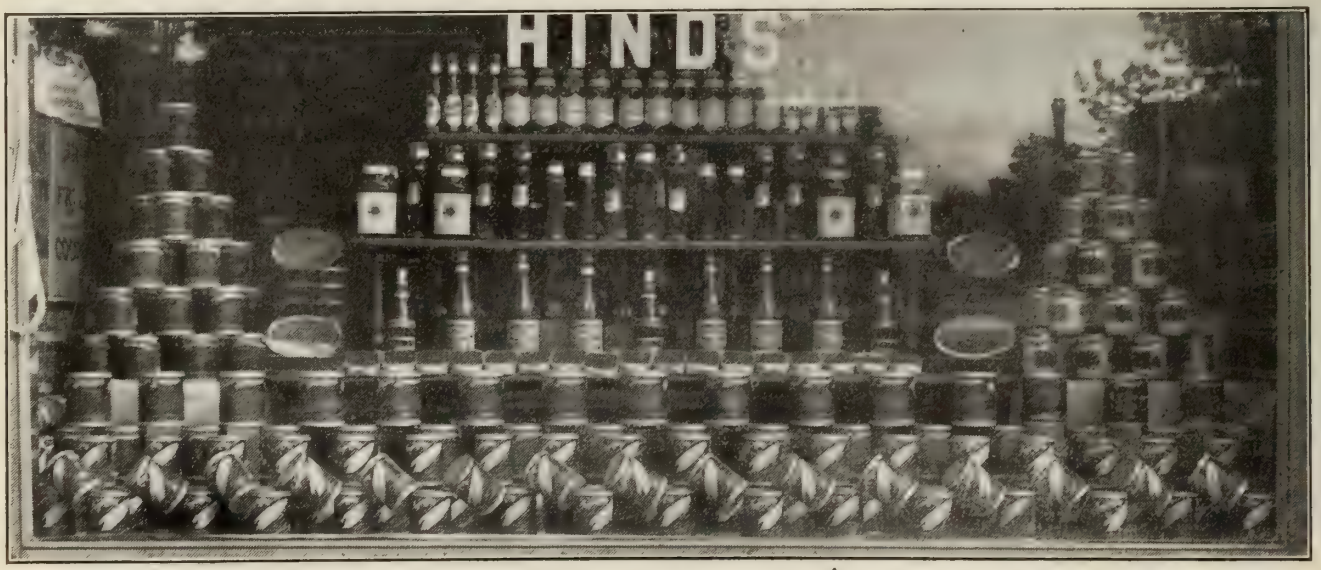
Out of twelve dealers and clerks who have contributed to this article, three favor more than one line of goods being shown at a time in a window display and seven favor but one. The remaining two are non-committal, claiming that under certain circumstances the window should include but one line and under others, several. One thing, however, standing out prominently among the interviews, is the fact that all believe in the importance of good window display from a selling standpoint.

Now that the argument of single line versus multiple displays has been opened, Canadian Grocer would like to have the opinions of others in the trade. This is a question bound to produce good results from a full discussion. Let us hear from each and all with arguments backing up your contentions and with evidence from actual experiences.

This display consists solely of vegetables and in the vegetable season should get good results.



Here is an appetizing trim, including several lines of canned, preserved and bottle goods. This was shown by a Montreal dealer.



While this display contains catsups, olives, preserves, kippered herring, canned corn, peas, etc., they are all associated in that they are good selling summer lines. This trim comes from Barrie, Ont.

A Window Trim Around Which One May Walk

Goods Are Displayed on a Permanent Fixture and Perishable Foodstuffs Are Replaced Every Morning—How Displays Are Made.

An out-of-the-ordinary window display shown by a Winnipeg firm. It will be noted that one can walk all around this display, and it can be seen both from the inside as well as the outside.

THE above is a photograph of a permanent window display used by Robinson's Limited, Winnipeg. The fixture is of mahogany-colored wood, and is designed to permit of effective display of green fruits, offset by canned and package goods. The feature of this display is that one side can be used as an attraction to the passersby, and the other side as stock from which to serve customers. The display on the window side is seldom drawn from, except in one or two cases.

Perishable goods are taken out every night, and are replaced in a different design the following morning by ten o'clock. The ends of the fixture slope at about 45 degrees, and are shallow, permitting oranges to be displayed without deteriorating or becoming idle stock. On the window side, boxes of choice apples are often used with effect, the lids of some being removed, and diagonal lines of apples exposed from wrapping paper. Clean-cut tickets, bearing the name—Rome Beauties—are tacked to the boxes, and separate tickets bear the price, in bold letters.

The centre of the display is made pretty by using colored boxes, such as red and blue date boxes, colored fruits in bottles, tinned goods with good-looking tins, wicker baskets for holding fruit, partly opened boxes of raisins, and on top, artificial ferns. At the very front in the centre are several bins of various kinds of nuts, with scoops and price tickets. There is plenty of room around the display to allow a clerk to come to these bins for his stock.

Such a stand lends itself to easy display, and is convenient. The goods can be seen at a glance by a customer from inside or out. Everything is within easy reach. Four clerks are constantly employed at this stand. There is a counter for carrying stock for immediate sale, which also takes care of scales, paper bags, etc.

Dealers Tell of Selling House Cleaning Lines

Many Varieties Stocked by Canadian Grocers—Sell Rapidly During Spring Time—Montreal Merchant Urges Necessity of Aggressive Methods—Power of the Window Well Emphasized.

J. F. Miles, Sydney, C.B., sells a great many house cleaning lines, among them being sweeping powders, ammonia powder and liquid ammonia, window cleaners, metal polish, silver polish, chloride of lime, powders for cleaning sinks, etc., brooms, brushes. He finds the window a profitable medium for moving out these goods. The ordinary demand, he says, in itself is large, and together with handling only goods of merit he sells considerable quantities.

* * *

Jas. McArthur, New Glasgow, N.S., has always considered house cleaning lines of sufficient importance to place them among his staple goods. He has shown some windows that have increased sales to a certain extent, principally on soap which is a staple of the staples. All the lines above mentioned are handled by him, and in addition he sells.

* * *

J. A. Turgeon, a Montreal dealer gives some splendid advice on selling house cleaning goods, striking a note which should be taken up by others. "If we miss the sale of a good lot of the house cleaning articles," he states, "we have ourselves to blame. Many of us seem to take it for granted that all housekeepers know that we handle all the goods that are required for house cleaning. That is not what the large departmental stores do. They always make it a point of advertising these lines at the proper time and thereby get a great deal of business the wide-awake grocer might just as well have for himself, if he took the trouble to look for it. Housekeepers either go to the grocery store or telephone there two or three times to each visit or phone call to the large store. Therefore we have the advantage over them if we only follow it up by showing a good window display at the proper time of house- cleaning goods and talking same up to all who come into the store or call on the phone.

"Necessity is a very good master (or teacher) for in my case being very close to the largest departmental store in Montreal, I am obliged to hustle to get a share of this line of business."

This is important testimony by Mr. Turgeon and is worth the serious perusal of every member of the trade.

* * *

N. Fink, Mattawa, Ont., gives considerable attention to selling house-cleaning lines. He handles practically all the articles mentioned above.

* * *

Stanley C. Kernaghen, Peterborough, Ont., states that beyond a doubt, larger sales are made and more customers secured by a judicious use of the window. He finds too that a neat table display of these goods promotes sales. Dustless mops which have been added in recent years to the list of house-cleaning lines, are sold in his store.

* * *

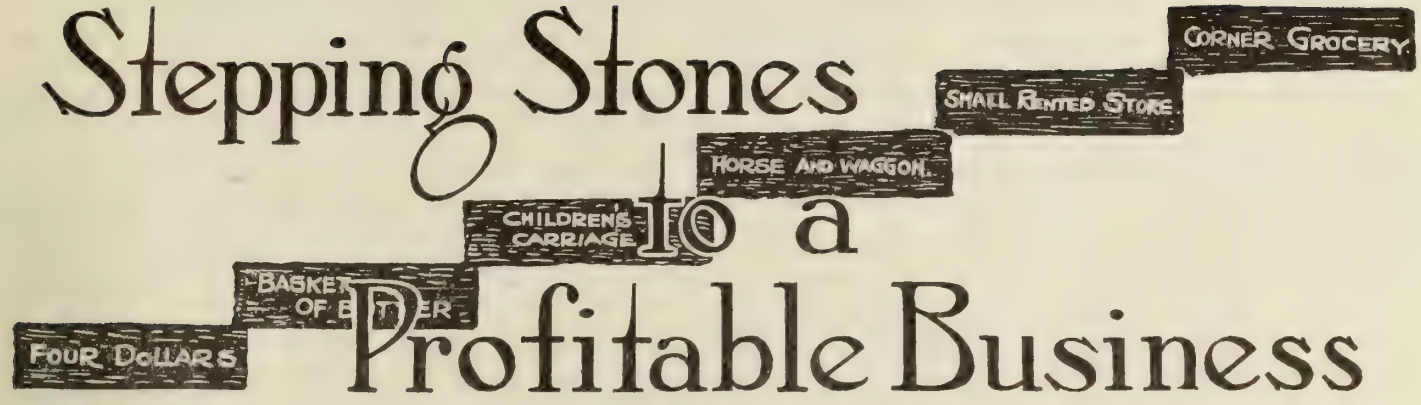
Bruce & Sanderson, Parliament St., Toronto, are enthusiastic over the power of the window to make sales of house-cleaning goods. They have good reason to be. Not very long ago they won first prize and a cheque for $50 for the best dressed window display in a competition and sold a lot of goods besides. "There is nothing we know of that will produce better results," stated a member of the firm recently. They sell practically all lines required by the housewife for cleaning up the home.

* * *

J. A. McKenzie, Saskatoon, Sask., is an extensive handler of nearly all the varieties of lines required for house-cleaning. These include brushes, sink-cleaning powders, silver and metal polishes, window cleaners, lye and chloride of lime, liquid ammonia and ammonia powder, sweeping powder, etc. He has found that by decorating the window with nothing else but house-cleaning goods their sales can be considerably increased.

Display of Housecleaning goods from Ashwell's Department Store, Chilliwack, B.C. Something along this line could be used to good advantage now.

Stepping Stones to a Profitable Business



This Story tells how an Old Country Apprentice came to Canada some nine years ago, and on Capital of $4 secured from shingling a building, built up a paying Corner Grocery Business. The Selling Power of the Dealer is well emphasized among his Expansion Methods.

TO the man who possesses grit and perseverance, it matters little whether once or twice in a lifetime he does join the down-and-out club. Like King Bruce's spider, he is up and at it again, and nothing short of illness or worse disaster gets the better of him.

Some nine years ago Eric C. Jamieson landed in Canada from the Old Country, with none too much of this world's goods among his possessions. To-day this same man owns and operates a paying corner grocery business in the thriving city of Hamilton, Ont., which has been built up on grit, perseverance, carefulness and $4.

An Old Country Apprentice.

To begin with, Mr. Jamieson knew something about the grocery business before landing on Canadian soil. He was one of those who served a seven-years' apprenticeship in the land of our forefathers. Born in Scotland, he wasn't very old when his parents sent him to London to learn what there was to know about the things we eat. Unlike existing conditions in Canada to-day, he wasn't paid for learning how to sell tea, sugar and biscuits. His father had to advance to his employer no less than a hundreds pounds to see that he was acting in good faith and to insure him against loss that might be caused by the apprentice. Starting in the warehouse where a general acquaintance of the goods was made, he gradually wended his way up the ladder, until the proud position was given him of waiting on customers from behind the counter.

More romantic, however, is the story of how he gradually worked himself into the grocery business in Hamilton. Times weren't extra good then, and employment to suit one's capabilities was not easily secured. For a couple of years he drifted about at work that gave him a living, but which he felt was not what he intended to get in this country, and was not suited to him. Then some seven years ago he found himself with $4 in his pocket, the result of a week's labor at shingling a building. On this he decided to launch out into the sea of business for himself.

Men with less ambition would have spent the $4 and taken chances on somebody else's barn being in need of a new roof.

Buys Butter With His $4.

Anyway, with this "large" amount of money in his pocket he went over to the market in Hamilton and bought $4 worth of butter and a basket. A man with that much butter on his hands naturally wants a market for it; and so Mr. Jamieson had to find buyers for his purchase. He sold it from house to house, and made a few cents per pound margin on the deal. Then he went back and bought some more butter and disposed of it in the same way. This was the foundation for the business he now conducts at the corner of Farleigh and Walker Streets in the Mountain City. Shortly after that he added eggs to his stock, and with the aid of an improvised delivery cart in the shape of his wife's baby carriage, raised himself one step higher towards the goal he was striving for. This baby buggy, equipped with its home-made box, soon evolved itself into a horse and delivery wagon. This, then, was the third mile-post in th journey on to the top of the hill.

WE CLOSE
Monday at 7 o'clock.
Tuesday at 7 o'clock.
Wednesday at 1 o'clock.
Thursday at 7 o'clock.
Friday at 7 o'clock.
Saturday at 11 o'clock.
THROUGHOUT THE YEAR

This card is kept in a conspicuous place all the time.

$3 Extra Gets Him a Store.

At this time Mr. Jamieson was paying $13 a month rent for the house in which he and his family were living. Presently, however, he came across a store with residence above it to rent for $16 a month. The only drawback was that it was not a very desirable location, and four or five men in the grocery business had gone bankrupt in it. Nevertheless, after discussing the matter with his wife, they figured that this place would be worth easily $3 a month more than the house in which they had been living. Not only would it house them, but they felt it would easily be worth the $3 extra to have a place to show their goods. So the store was rented, and for the first time Mr. Jamieson had a place of his own. Needless to say, the stock of groceries at that time was not very large. Ice cream, cakes, etc., were handled, and, together with butter and eggs and a few other things, they could truly call themselves "grocers."

It was here, however, that Mr. Jamieson went slowly. Many a man would have gone ahead and put in a large stock at considerable cost and waited for the business to come. But in this instance this was not the case. He still went out among his old customers and sold them the goods as of old, but now he was in a position to sell them other goods. So he took orders for canned goods, biscuits, etc., and gradually worked up a connection with the wholesale houses. At the same time he purchased carefully, always making sure that he had a market for the goods before he bought.

Couple of Thousand Saved.

In less than two years' time the tidy sum of $2,000 was laid away—from a

business in a store where so many had failed before him.

A new district was then sought, and the corner on which the present store is located decided upon. Land there at that time was worth around $25 per foot frontage. The lot was bought, the store built in a district which at that time was but sparsely settled, but which to-day is completely covered with homes—and homes that are, in the majority of cases, owned by the people who are in them. At the present time land in that vicinity is probably worth four times the value when Mr. Jamieson bought. He had looked ahead on his purchase and guessed correctly.

Many merchants in corner groceries look with pessimism on the future. They do not see how the grocer so situated can ever make any money—that is, worth while—and they dream of what they would put in the bank if only they had a down-town or business section location. Mr. Jamieson does not worry over this. The chances are that if one were to ask him which he preferred he would answer "the corner grocery."

Corner Grocery vs. Main Street.

"I like my trade here," he recently said to the writer. "It is more satisfactory than a transient trade in a down-town district, because one always knows where he is at. I can tell pretty much what my customers are going to buy from day to day, so I have few worries in buying goods with which to contend. Very often, in fact, in the summer time particularly, I send goods to certain custimers without actually receiving orders for them—just call the customers up on the 'phone and say that certain goods are going over with the next delivery. You could not do anything like that in the majority of big centrally-located stores."

Then, again, Mr. Jamieson knows practically all his customers, not only by face, but by name, so that he has a splendid opportunity to do a good credit trade, and at the same time is able to look after the accounts better. "A woman appreciates knowing that you take sufficient interest in her to greet her by name when she comes into the store," he maintains. "Last Saturday the cash register showed that there were 278 customers in the store, and I knew them all by name, with the exception of eight or ten. We always have a cheerful word to say to everyone, and I maintain that this goes a long way in any store. You see that sign over there: 'Cheer Up.' Any time a woman comes in with a long face or a grouch we lift that off the wall and place it in front of her—it soon dispels the grouch."

This dealer believes in every man making a profit on the goods he sells. He makes no attempt to slash prices—there is no money in it, he declares. He watches his accounts carefully. The first year in the present store he lost a little money in bad accounts, but he takes good care that doesn't happen again. He closes his store every Wednesday afternoon, and, while other stores in the vicinity keep open, he claims he doesn't lose any business.

Good Example if Selling Power.

"Last week," he said, "we served 184 customers on Tuesday, 200 on Wednesday morning and 208 on Thursday all day, but we sold more goods on the Wednesday than we did on either of the other days. My customers know the store will be closed Wednesday afternoon and they buy their goods in the morning—they don't go to other stores. Children are sent frequently on other days of the week, but on Wednesday the women themselves come on account of the afternoon closing. This gives us a good opportunity to sell them extra goods. For instance, one Wednesday not long ago a customer came in just before one o'clock for some cooked ham for the supper. Before she left I sold her a bottle of furniture polish, a bottle of olives, some soups and other goods, the bill coming to $1.98 altogether. So you see it pays to get the women themselves into the store. Those extra goods were not things she would likely have bought the next day, but were in addition to the regular demand of that customer."

In the Jamieson store there are no misrepresentations. He finds that it is an easy matter to sell the goods he recommends, because his trade has long since come to know that they can depend on his judgment. While the writer was in the store recently a woman asked for a certain variety of canned pea. He did not have that in stock, but he had a similar kind, and by giving it his personal guarantee sold two tins. If a customer sends a child for a tin of a certain kind of soup and he hasn't that brand in stock at the time, he will replace it with another, but will send back a note to the mother stating that he has done so—but he never sends anything that is of an inferior quality.

Adds Modern Cash Register.

A new cash register has recently been added to this store at a cost of some $650. This has separate drawers for the sales' staff, and was purchased with these for a particular reason. It's not because he wants to catch the clerks at doing anything wrong—he never doubts a clerk; if he did for a minute he would not keep him—but this variety was installed to check up any mistakes he or one of the clerks might make. He doesn't like the idea of one cash drawer, and then have the proprietor accuse a clerk of giving wrong change when he himself may have done so.

Here, then, is a story of how one man is making money in a corner grocery. He has the same chance to get the trade of his district as the merchant of the small town has for preventing trade to slip through his fingers to the mail order house. By keeping in personal touch with his customers, by studying their likes and dislikes, and by exercising his capabilities for making lasting friendships, he has little difficulty in holding his present clientele, and of making permanent customers of many of the casual ones who come into the store from time to time.

THE SINGLE LINE OR MULTIPLE DISPLAY: WHICH?

(Continued from page 103.

WM. MEEKER, WHITBY, ONT., is also an admirer of the one line window, because he maintains, it produces a more striking effect on the passerby whom it is intended to interest.

T. F. ROBINSON & CO., THAMESVILLE, ONT., claim that because everybody's taste is not alike, a window display with several lines is the more effective. They secured good results from a recent display with four lines in it, namely pickles, biscuits, canned goods and meats.

Believes in Several Lines.

"In my opinion," says D. I. LAMB, of Reeks & Co., ST. THOMAS, ONT., "a window with several lines of groceries gives best selling results.

"A display, for instance, of high grade bottled and canned goods arranged artistically so that each line will meet the eye at a glance (not being scattered over the window) would draw best results, because the public have a variety of tastes and we must satisfy them. The everyday staples so well memorized by every clerk, and mentioned to every customer giving an order, does not require the same prominence in order to sell.

"The window giving us the best selling results was one such as described above. We should give prominence to many articles hitherto kept on the shelf, almost all of which have 'selling seasons.'"

W. G. DUNLOP, Calgary, Alta., is an advocate of the one-line trim, because, as he looks at the matter, it is less confusing to the passer-by.

Robinson & Co., Winnipeg, Man., make a big feature of canned goods by piling the tins in circular fashion around the store pillars.

Expansion Immense in Confectionery Turnover

Canadian Dealers From British Columbia, on the Pacific, to Prince Edward Island, on the Atlantic, Tell of Building Up This Important Department—Methods in Use by Various Grocers—

No better evidence can be presented showing the importance of the confectionery department in the grocery store than that given herewith by Canadian Grocer readers from coast to coast. That the grocery trade sells an enormous quantity of this line in a year, can readily be seen from their interviews. At the same time these men point out how they expand sales of confectionery. Showcases, silent salesmen, wall cases, separate clerks, etc., are among the methods employed. The opinion is general that every dealer should not only handle this line, but that it is worth extra attention. Twenty-four of the grocers mentioned in this article purchase $25,650 *worth of confectionery in a year—an average of over* $1,000 *apiece. At this rate, the purchasing power of paid subscribers of Canadian Grocer would be between* $4,000,000 *and* $5,000,000 *for confectionery alone.*

W. H. SMITH, VERNON, B.C., considers the $1,400 worth of confectionery he stocks in a year a good "buy," and would by all means advise everyone in the trade to go after this business. He has been handling both bulk and box goods for the past ten years.

N. L. McINNIS, GRAND FORKS, B.C., expands his sales of confectionery by means of display cases, and he also finds the profits worth while. The candy he buys costs him about $1,000 a year. He has been selling it for five years, and thinks that all grocers should handle this line.

J. H. CLEMENTS, PEACHLAND, B.C., uses silent salesmen and glass jars to extend sales, and he finds the profits pay him a good dividend on his investment. Both box and bulk goods have been sold in this store for five years back.

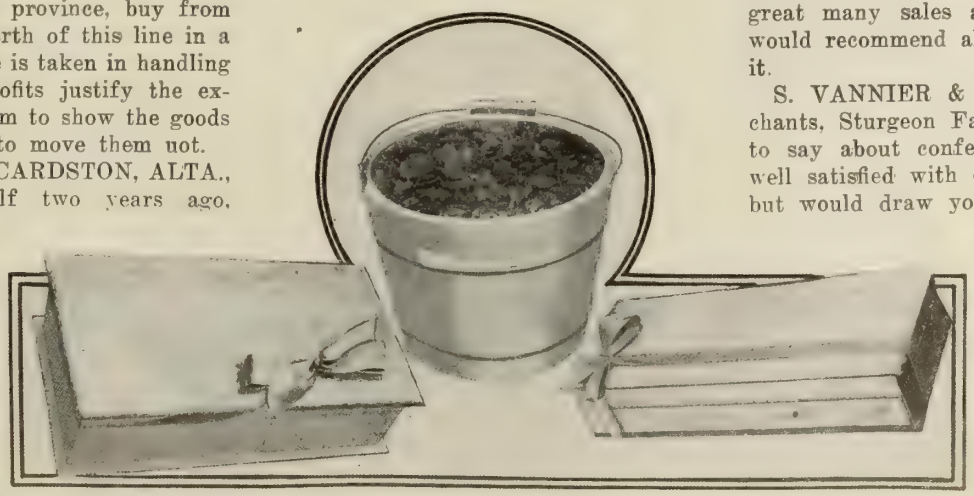
C. A. WELSH, NEW WESTMINSTER, B.C., in round numbers purchases $1,200 worth of confectionery in a year, and is well pleased with the profits he makes on this investment. He sells chiefly box goods, ranging in price from 10 cents to a dollar and a quarter a box. A silent salesman is used to boost sales, and he has been handling this line for fifteen years. He finds little waste in the box goods, and would recommend his confreres in the trade to handle them.

ASHWELL & SON, CHILLIWACK, B.C., spend about $1,200 in confectionery a year, and by means of case and counter displays and a window trim every five weeks or so they find little difficulty in disposing of this amount in a year. They handle both the bulk and box varieties, and consider the profits worth the expenditure and trouble.

RENNISON BROS., ATHABASCA LANDING, ALTA., away up in the northern part of that province, buy from $2,000 to $2,500 worth of this line in a year, and when care is taken in handling it, consider the profits justify the expenditure. They aim to show the goods to best advantage to move them uot.

JNO. HOLMES, CARDSTON, ALTA., opened for himself two years ago, and, notwithstand the fact that he is located five blocks from the business part of the town, he handled last year $1,005.54 worth of confectionery. These figures he took from his bank book showing the amounts that have been paid out for this line. His chief selling methods are show cases and window displays.

JAS. CRAIG, AYLESBURY, SASK., points out that one of the best features to the confectionery trade is that it is practically all cash. This is one reason he thinks all dealers should have a confectionery department. He has a big trade in this line, purchasing from $2,000 to $3,000 worth in a year. He makes it a point to handle only those lines which he believes are worth his recommendation, both in bulk and box. To create extra sales he shows the goods in ornamental bottles in conspicuous parts of the store and in display cases.



G. A. McCULLOUGH, STOUGHTON, SASK., maintains that from his experience in the general store game, no store stock is complete without a nice assortment of confectionery. In his estimation, however, all bulk goods should be kept under glass covers, and no store should be allowed to sell this line which does not keep it where dust and dirt and people's fingers cannot reach it. "Open pails and boxes and biscuit barrels," he says, "for customers to put in their hands to test the goods is disgusting. So I would not advise any dealer to handle this line unless he can handle it as above suggested, for there is a danger of him not only not working up a confectionery trade, but a danger of him losing some of his other business." Mr. McCullough buys about $1,200 worth in a year.

E. B. THEDFORD, MORTLACH, SASK., has been handling both bulk and box confectionery for the past eight years. To create sales he displays samples in an attractive show case. The profits in this line he maintains are certainly worth while. In a year he purchases about $500 worth, and on the turnover makes a substantial dividend. From his experience he would advise all dealers to stock and push this line.

BLACK & FRANCIS, HEADINGLY, MAN., have sold both box and bulk confectionery ever since starting in business, and find the profits worth while. By displaying them in a show case these goods are easily sold.

K. REIMER & SONS, STEINBACH, MAN., purchase some thousand dollars' worth of confectionery each year, and make a substantial profit on it. They have been handling this line for the past twenty-five years, and find that by displaying it in bottles and show cases a great many sales are created. They would recommend all grocers to handle it.

S. VANNIER & SON, general merchants, Sturgeon Falls, Ont., have this to say about confectionery: "We are well satisfied with our candy business, but would draw your attention to the fact that our store is situated opposite a school where there are some 400 children. If it were not for this we would not buy any gross goods, but would go in more for bulk

candy. We stock a good assortment of bulk confectionery, and by displaying it well we are able to sell to about half the customers who come into the store.

"We have been handling gross goods as well as three or four lines of chocolates, and have found sales expand each year. We buy about $600 worth in a year. We would not recommend dealers to handle gross goods unless they are so situated that they can bring a large number of children into the store."

J. MITCHELL, COLLINGWOOD, ONT., purchases about $250 worth of confectionery in a year. He finds he can make a good profit on this, and shows it in a large show case. Bulk goods are pushed chiefly. He has been selling these goods for the past four years.

TAYLOR BROS., BURLINGTON, ONT., sell both box and bulk confectionery, and have been for the past seven years. They use a five-foot floor show case, and place it in a prominent place. They purchase about $500 worth in a year, and find the profits to be substantial. Like the others, they would recommend all grocers to handle this line.

J. H. WELLS, GRIMSBY, ONT., use an eight-foot show case to sell confectionery, and find that their time in looking after this department is well spent, considering the profits.

STEEL & FOSTER, ERIN, ONT., find that their confectionery department helps other business in a general store. They have been selling this line for over twenty-five years. They use a show case.

MELVILLE ROSS, BRACEBRIDGE, ONT., purchases between $500 and $600 worth of these goods in a year. He handles high quality confectionery, and finds the line well worth while. Sales have been increasing each year for the last five, and he would advise every other dealer similarly situated to handle both the box and bulk goods.

E. E. ROBSON, LINDSAY, ONT., makes a feature of confectionery, buying about $2,000 worth in a year, and making a splendid profit on the turnover. He handles both bulk and box goods, and has a separate store for them as well as for ice cream, of which he also makes a feature. There is a passage-way from the main store. This department was begun seven years ago. In it are show cases, wall cases, and silent salesmen, all of which do their part in expanding sales.

ANDERSON & SKINNER, KEENE, ONT., have sold both box and bulk confectionery for the past fifteen years, and have always found it to yield a good profit. They buy about $400 worth in a year. The goods are shown in silent salesmen. This firm advises the trade to charge about 75 per cent. on the original cost of bulk goods.

THE A. RONALD CO., MINESING, ONT., find the profits good on all grades of this line handled, which include bulk, box, and gross goods. Their invoices during 1913 amounted to about $400. Sales are helped along by the use of a show case. Around Christmas time fancy box confectionery is pushed strongly. This firm have been handling confectionery as long as they have been in the retail business.

W. HANNA, PORT CARLING, ONT., is located in a summer resort district, and, of course, sells considerable confectionery. He estimates his purchases at about $1,400 a year, and states that the profits are decidedly good—in fact, it is one of the best paying lines handled. While this firm sells both box and bulk goods, the biggest part of their confectionery business is in the former. Both have been sold ever since the business started thirty-three years ago. To create sales displays are made in and on show cases and counters. In a similar way they are shown on the supply boats the company have plying on the lakes around Port Carling. "I think," stated a member of the firm, "that every grocer ought to start with a nice little stock and keep adding other and better lines as the trade expands. It will surely grow and pay."

M. HASTEY, KAZABAZUA, QUE., is another believer in the advisability of always having a stock of confectionery on hand. He buys about $700 worth in a year, and sells both box and bulk goods. To create sales he shows these goods under glass on the top of the counter. He has been selling confectionery for the past seven years.

D. R. BEDELL, ANDOVER, N.B., purchases some $500 worth in a year, and finds that the profits are well worth the attention given this line. He has been handling it for twenty years, and from his experience would advise others to stock and push it. Show cases are used to push sales, and he sells both bulk and box varieties.

CECIL H. BURT, FREDERICTON, N.B., divides his show cases into sections with glass partitions to show and facilitate the handling of chocolates. The goods are then emptied out of the boxes into the show cases, where they can be readily scooped up into paper bags when a sale is made. For the higher class goods Mr. Burt finds the profits splendid, and the bulk of the $3,000 stock he buys in a year belongs to this class. He has been selling these goods for twenty years.

A. A. FINLEY, AMHERST HEAD, N.S., in answer to the question as to whether he would advise all grocers to handle confectionery, replied: "Certainly, it is one of the best lines we handle. We buy about $900 worth in a year, and sell both box and bulk goods." In this store it has been sold for six years.

A. T. MORRISON, SHIPPEGAN, N.B., who is manager in R. O'Leary's store there, states that he finds this line to be well worth handling. Package goods are shown in show cases and bulk goods in large glass bottles.

TURNBULL & CO., DIGBY, N.S., have been selling the line for the past fifteen years and consider it a profitable one. They purchase from $400 to $500 worth in a year, and use principally the show case to move out the goods.

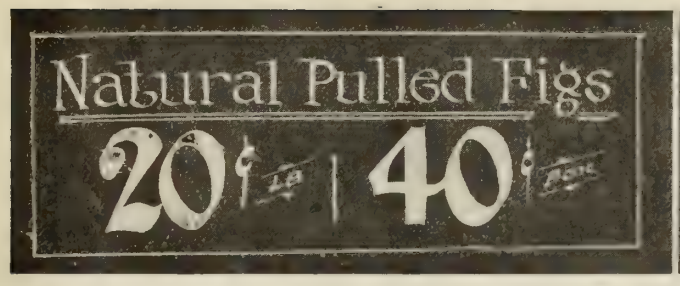
T. C. BELL, ALBERTON, P.E.I., believes that to get best results from confectionery one should have a special clerk assigned to the department to boost it along, as the profits are well worth while. This opinion is given after a number of years' experience.

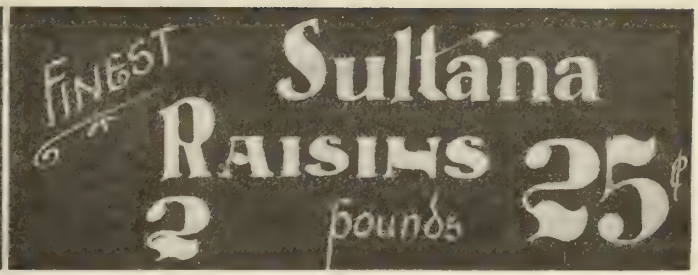
POOLE & THOMPSON, MONTAGUE, P.E.I., push sales of this line by means of a special show case—that is, for the bulk goods. They purchase about $750 worth in a year, and consider the profits justify the investment. They handle the cheaper kinds in bulk and the more expensive varieties in boxes.

CONFIDENCE IN THE WINDOW.

R. H. Robinson, Orangeville, Ont., takes Canadian Grocer particularly to find out how prices are going, and to see if any special lines are being offered. He is a great believer in the power of his window, and even puts it before the power of an ad. in the local newspaper. One week he saw a stock of kippered herrings being offered in Canadian Grocer at about four cents a tin. He bought them, and offered them at five cents, filling his store window with them. They just brought the people in by crowds, and when they came in they bought other goods.

Mr. Robinson argues that it is a mistake to fill the window with too many goods if it is intended to sell. He has seen windows filled with molasses, soap, bacon, and the like. He just fills his with one line of goods, except at Christmas, when he dresses what he calls a baking window, including raisins, currants, cherries, nuts, etc. He finds that this window brings him excellent results. Outside of this window, he never puts staples into his window—just a line that comes and goes. "There is nothing in a grocery store that another grocery has not got," says Mr. Robinson.





The Function of the Show-Card in Selling

THERE is Salesmanship in the show-card. It is one of those inexpensive but valuable helps to selling which every dealer who has used it judiciously will indorse. A show-card does not necessarily mean a price ticket, but those who favor price tickets can readily combine the two to splendid advantage. The neatly written, clean and attractive card undoubtedly plays a part in making sales that would otherwise not be realized.

A practical card-writer employed with a large Canadian store holds the opinion that no display card should completely satisfy what may be termed the curiosity of the woman. Rather it should be so worded that it will arouse her curiosity and bring her into the store to have it satisfied. There remains then the Selling Power of the dealer or clerk to complete the sale the card began. While he does not hold to this opinion so far as cards for all purposes are concerned, he claims that as a general rule, the one that creates a desire for more information is more valuable than that which tells a complete story.

The card shown herewith advertising figs, it will be noted, contains two words descriptive of them —Natural, Pulled. These have the effect of creating a wonder just what sort of figs they are. A person reading them naturally concludes that they are something above the ordinary run of figs, else these words would not appear. They create a desire for further knowledge. They bring the passer-by into the store where the explanation is made, and nine times out of ten, a sale.

While probably not as strong as "Natural, Pulled," the word "Sultana" on the raisin card, or even "Valencia" and "California" would have a somewhat similar effect. But where possible it would be advisable to select a word or words which would create, as strongly as possible, a desire on the part of the prospective customer to know more about the goods on display. The "Easter Greeting" card is, of course, of a different type and is used merely for promoting friendships and making the display more attractive.

Every display, window or interior, would undoubtedly be made stronger from a selling standpoint, if it contained a neatly-written show-card. Some months ago Canadian Grocer completed a 20-lesson Card Writing Course, and those who have the issues on file containing the articles will find it profitable to follow it by close study.

Month	F. S. S.	J. W. P.	J. J.	H. W. L.	H. S. P.
April	$2654.44	1540.54	$1449.60	$2160.60	$1941.50
May	2768.46	1684.22	1732.95	1764.32	
Total (RED INK)	$5422.90	$3224.76	$3182.55		
June	2563.44	1946.80			
Total (RED INK)	$7986.34	$5171.56			
July	2860.16				
Total (RED INK)	$10,846.50				
August					
December					
Gran Total (RED INK)	$35,684.89				

April	F.S.S.	J.W.P.	J.J.	H.W.L.	H.S.P.	
1	$102.60	75.60	70.11	94.25	92.16	
2	84.59	84.37	65.25	87.40		
3	96.80	65.24	149.80			
4	105.64					
5	Sunday					
6						
7						
8						
9						
10						
11						
12	Sunday					
13						
14						
30						
Total	2654.44					

Above drawings show how the Powell Grocery Co., of Dundas, Ont., keep close tab on daily and monthly sales of each salesman.

Stimulating Business By Using Sales Records

Daily and Monthly Total Sales as Well as Total Sales From Beginning of Fiscal Year Up to End of Any Month Are Pinned on the Office Door—Conducive to Sales Staff Becoming Better Salesmen.

SALES record systems, invoice and cost books, and other forms of close bookkeeping are considered by many men in the trade somewhat from the nightmare standpoint, forgetting that these things have long since become part and parcel of the successful business merchant.

What have they got to do with trade expansion? asks the dealer who stands behind the counter from morning until night and "waits upon" the customers who condescend to ask him for goods. But the man who uses them will unhesitatingly tell you that they perform a most important function in the building up of every large business. The systems of the mail order houses need only be mentioned to prove their value.

Records Pinned to Office Door.

The Powell Grocery Co., Dundas, Ont., maintain that a great deal of the expansion of sales in their store can be attributed to a system of recording sales of each individual salesman. This is at least true so far as the young members of the firm and the younger clerks are concerned. The sales-record system they employ is one that keeps everybody on the alert. It is to be found at all times pinned to the inside of the office door, and is always kept up-to-date.

The two accompanying diagrams illustrate how this record is handled. The drawing on the right represents the daily sales of each principal of the firm and of each clerk. At the end of each day the bookkeeper totals the sales of each and records them on this sheet as indicated. The sheet, it will be observed, is ruled to accommodate a month's sales.

In the Powell store the fiscal year ends the 31st of March—the same as the Dominion Government. The drawing on the left indicates the way the monthly sales are kept track of. This will probably be a new idea to most dealers, inasmuch as it always shows the total sales of each member of the staff from the beginning of the fiscal year. For instance, in April "F. S. S." sold, say, $2,654.44 worth of goods. In May he sells $2,768.46 worth. But instead of waiting until the end of the year to compare total sales, the Powell Grocery Co. departs from the customary practice and finds the total for the two months. This, then, is compared with the totals for the same months of any other member of the sales staff who may be working under similar conditions. At the end of June or of July, or, in fact, at the end of any month, the actual sales from the beginning of the fiscal year of each salesman are always known. Of course, at the same time sales for any month of any salesman is always at the disposal of the proprietors.

A Stimulant to Salesmanship.

"We find the system works particularly well," stated F. S. Stonehouse, a member of the firm. "For one thing it

(Continued on page 28.)

Eliminating Some Worries in Bookkeeping

Retail Dealers Tell How Account Registers Are Simplifying Their Credit Work—By Getting in the Money Easier They Have More Time for Increasing Sales.

SAVES TIME, AND TIME IS MONEY.

ASSUMING that the time of R. H. Robinson, grocer, of Orangeville, Ont., is worth at least fifty cents an hour, he must have saved over two hundred dollars in the last three years by using an account register. Prior to purchasing it, it was necessary for him to devote an hour and a half on two nights a week, making up his accounts. Now when a person enters his store and asks for his bill, Mr. Robinson has simply to go to his account register, where he can find it in less time than it takes to say Jack Robinson. He says he wouldn't do without it, and considers it one of the finest money-savers in his store. He bought it three years ago.

CONVERTED AFTER A TRIAL.

WHETHER or not it is a friend in need, the credit register is at any rate a friend indeed to Fred C. Harp, a Brantford, Ont., grocer. "For a long time," he recently said, "I refused to instal one, believing that it would be of no use to me. Then I was induced to take it on a two months' trial, and soon saw its advantages. Now I wouldn't be without it —no more night work."

ACCOUNTS ALWAYS ITEMIZED.

SIMILAR testimony comes from Arthur Coulbeck, a Brantford, Ont., grocer. The proverbial "midnight oil" gets a rest in his store. "It is a great relief," he remarked to the writer, "to know that you always have your bookkeeping up to the minute every hour in the day and particularly at closing time. Previously, if anyone of us got sick or was away we got behind in the bookkeeping. A couple of days off, as it often happened, meant worry and loss of proper rest. Now we know that every customer has an itemized account as he leaves the store. When we first installed it, it was wonderful how credit customers began to pay up their accounts."

PAID FOR ITSELF EARLY.

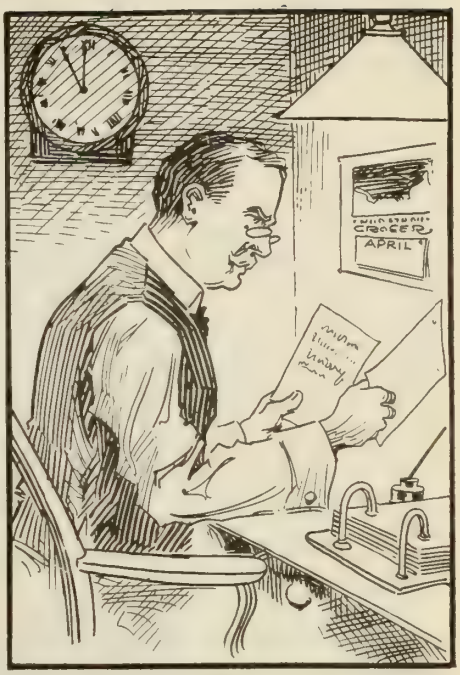
IN addition to operating a large grocery, meat and chinaware business in Paris, Ont., James M. Patterson is the Mayor of that town. Not only that, but he is an ardent lover of horse-flesh, and recently when a Canadian Grocer representative called he found him in proximity to a number of thoroughbreds that have graced and will in the future grace many a fair-ground and race track.

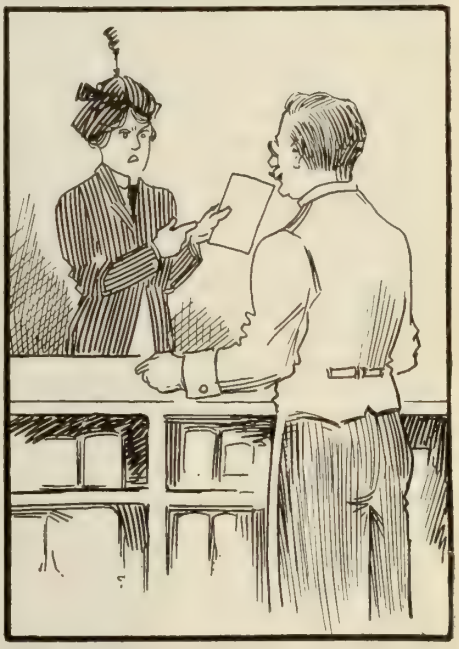
But that is somewhat aside from the grocery business which Mr. Patterson has operated for a good many years. What we desire more particularly to refer to here is his bookkeeping system. This system he figures has helped him expand the business considerably in the past few years and he would not care to have to go back to the old daybook, ledger, and monthly ledger. He now operates an account register.

Mr. Patterson's procedure a month prior to beginning the new system of bringing forward the past accounts, may be of assistance to others installing the credit register. He sent out a circular letter to all customers owing accounts. In this letter he pointed out that before starting a new bookkeeping system he wanted all accounts to be settled either by cash or note.

"I never had so much money come in in such a short time," he told the writer. "In fact, the register paid for itself before I ever used it. Now we have little or no trouble."

In the Patterson store the expansion of the business is not handicapped by money being lost in bad accounts. A money limit is always placed on doubtful people and if that is $10 or $20, no further credit is allowed until that has been paid. This means that no one can "get into" the firm for more than his credit limit, thus holding down losses to a minimum.



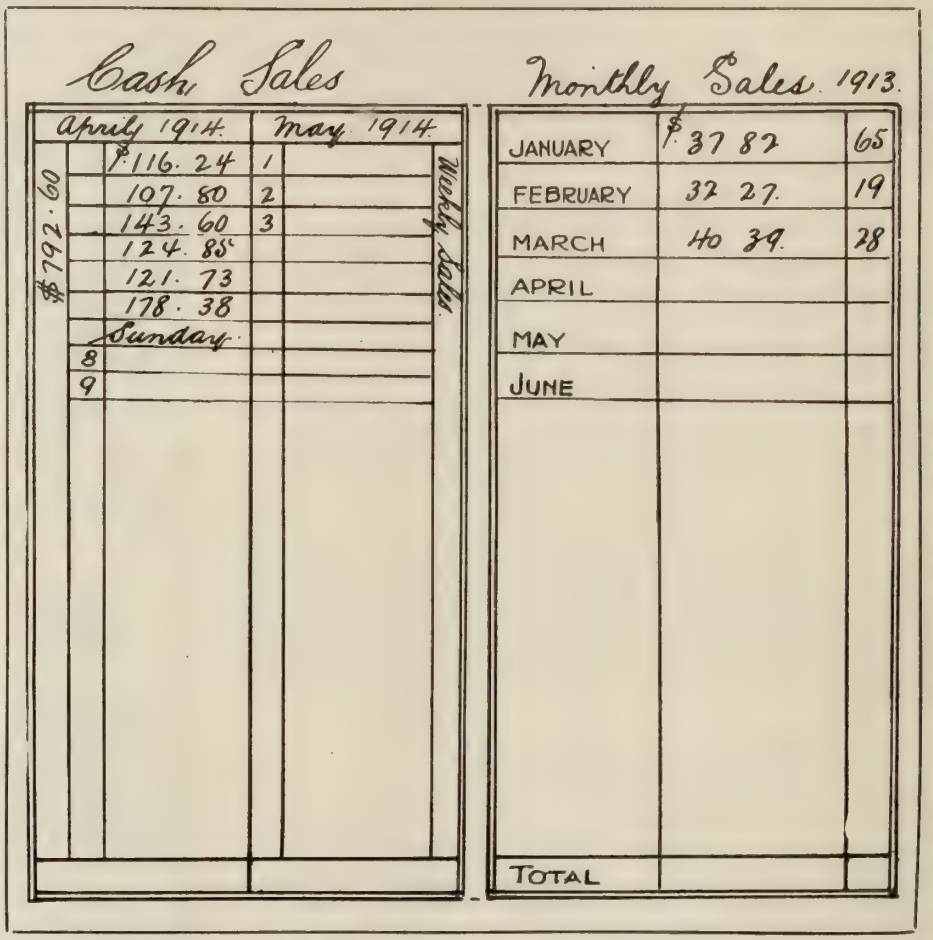


Vest Pocket Book Holds Progress of Business

Brantford Dealer Records Daily Sales in it as Well as Weekly, Monthly and Yearly Sales—Cash Register His "Right-Hand Man" in This Work—A System That Every Dealer Should Have.

ALL of us have heard of the man who carries his business in his head — or at least tries to— but how many carry it around in their vest pockets? If, however, one were to ask Fred C. Harp, a Brantford, Ont., grocer how much business he did last week, month or year, he could tell him from information in a little book he carries around in his vest pocket.

Mr. Harp main-man in business should know just what progress is being made; and to do this he keeps a record of his sales each day and totals them each week, each month and each year. Not long ago a Canadian Grocer repretains that every sentative asked him how business had been with him in 1913. From his vest pocket record book he immediately gave the information that he had had an increase of $8,000 over 1912. Incidentally, then the past year has certainly been one of expansion for this dealer.



Illustrations showing how F. C. Harp, of Brantford, keeps track of daily sales and total turnover

Cash Register Disgorges.

But to get back to the question of keeping a finger on the pulse of the business; Mr. Harp does this with very little extra trouble. The little book he carries about is only about two inches wide by about five long. This will of course easily go into a small pocket. It is ruled similar to the accompanying drawing some pages being for recording the daily cash sales and others for the total sales each month, cash and credit. When the store is ready to close each evening, the cash register is given a chance to disgorge its knowledge. The cash sales—these include the cash sales and the amount taken in on account—are totalled up as well as the amount paid out for freight, for goods bought over the counter, etc., and the total of course, represents the cash taken in that day minus the change in the till when the day's work was commenced.

In the little book are, as above stated, pages ruled to record the daily sales. The left hand section of the illustration represents this. It will be seen that it is ruled to take charge of the sales made in the months of April and May. There is a space for sales of each day so that next year Mr. Harp will be able to make comparisons to see how much progress is actually being made. At the end of each week, sales are totalled up and the amount for the week placed in the margin.

As each page is ruled to take in two entire months, there is always the additional information of the total of each month's sales at his fingers' end. One month can not only be compared with the corresponding one of the previous year, but with the previous month as well.

Compares One Year With Another.

But Mr. Harp does not stop here. A portion of the book is ruled as shown by the drawing on the right to take charge of total sales — both cash and credit —so that not only can he compare cash sales for each day, week, or month, but the total sales of the various months from year to year. At the end of December all he has to do to get the total turnover for the year is to add up the sales of the twelve months. Here again, of course, he can compare sales of each year and therefore is in a position to judge accurately just how the business is progressing. This explains why he so quickly was able to say by how much the turnover of 1913 exceeded that of 1912.

Value of the Cash Register.

One part of the bookkeeping system of this dealer which he prizes highly is his cash register. "When I took over this business," he said to the writer, "I was charged up with $400 for that register. I told my predecessor that $400 was too much money for any fixture, and I objected to paying it. He asked me, however, to give it a couple of months' trial and then let him know what I thought of it. It wasn't very long before I saw that it was just the thing I needed. Here is one instance in which it was worth money to me: One Saturday night I found we had too much money in the cash register compared with the amount that had been rung in. There was a surplus of $5 and we figured that someone of us had changed a $10 bill thinking it was a five. Sure enough on Monday morning a man came in and asked us if we had $5 too much money in the cash register. His wife, he said, had had a $10 bill changed on Saturday night at our

(Continued on page 116.)

Buying System Gives Record of Goods to Come

St. Catharines Dealer Who Always Gets Duplicate of the Traveler's Order—His Ideas on Calculating Profits so as Always to be on Safe Side—How Bonus System for Clerks is Operated.

IN the upper right-hand drawer in the office of G. R. Bradley, a member of the firm of A. Bradley & Son, grocers, at the head store in St. Catharines, Ont., there are to be found two magazines—"System," of Chicago and New York, and "Canadian Grocer."

Mr. Bradley says he finds both of constant service in conducting his rapidly-growing business, which for several years past has included branch stores at Niagara Falls and Chatham. Henry Johnson, Jr., is one of his favorites among the contributors to Canadian Grocer, and Mr. Johnson's efforts to inculcate a system of fair profits and to bring an end to the selling of goods at prices which shut out a decent margin, have been appreciated and put into practice by Mr. Bradley.

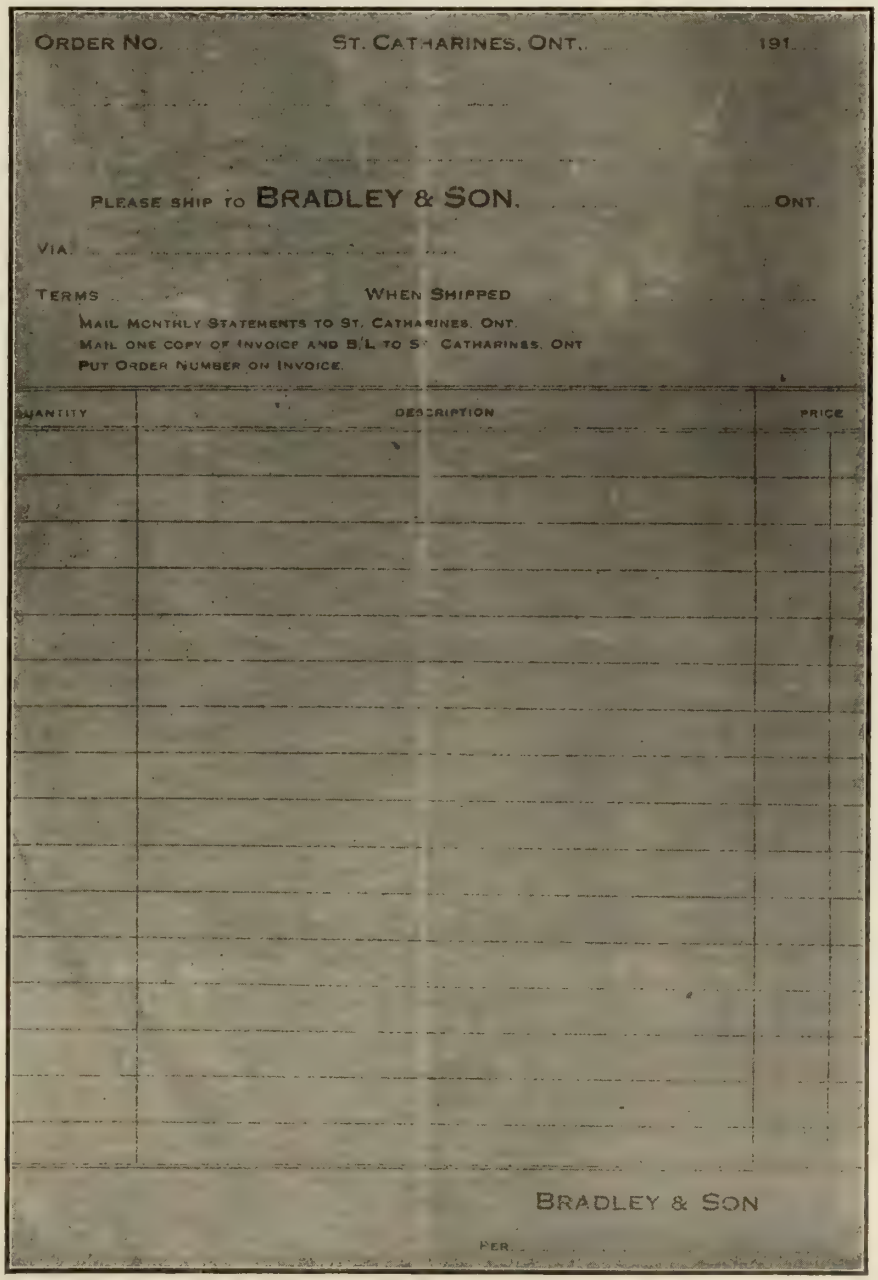
An experience of fifteen years has only served to strengthen, year by year, the views of Mr. Bradley on the folly of selling goods at a low profit. He believes that over 90 per cent. of failures in the grocery business are due to the grocer's ignorance as to the real costs of selling goods. In a talk with Canadian Grocer, he emphasized also the need for making a complete annual inventory, as well as having a complete record of outlays and expenses daily, under classified heads. In his own case he makes four divisions:

1. Merchandise purchases.
2. Store expenses, including salaries.
3. Barn expenses—delivery.
4. Advertising.

In buying goods from travelers, Mr. Bradley furnishes them with a blank form to fill in, instead of, as is usual, letting them use their firm's stationery.

Knows What Is Coming.

He does not do this, however, out of a desire to save this paper expense for the wholesaler. He simply wants to have a record, each time he gives an order, just what he has ordered so as to know what is coming. So often, he pointed out, a grocer gives orders in a hurry; three cases of this, two of that, ten of that, and so on, making up his mind as to quantity as he goes along, and often accepting the suggestion of the traveler. When the latter has gone, ten chances to one the grocer is not sure of the exact quantities he really has ordered. A page from this book is reproduced herewith.



ORDER NO. ST. CATHARINES, ONT. 191

PLEASE SHIP TO BRADLEY & SON. ONT.

VIA.

TERMS WHEN SHIPPED

MAIL MONTHLY STATEMENTS TO ST. CATHARINES, ONT.
MAIL ONE COPY OF INVOICE AND B/L TO ST. CATHARINES, ONT
PUT ORDER NUMBER ON INVOICE.

QUANTITY	DESCRIPTION	PRICE

BRADLEY & SON

PER

Blank form which every traveling salesman must fill in when selling goods to Bradley & Son, of St. Catharines, Ont. The firm keeps a duplicate copy.

In store expenses, salaries are included, and Mr. Bradley knows the sales, week, month and year of each clerk, and their relation to salary. This, however, although useful, cannot, he points out, be used as a basis for increasing salaries, as in some other kinds of business, as often one clerk has to spend some of his time filling out orders.

Ten Per Cent. for Depreciation.

Under Barn Expenses, 10 per cent. is allowed for depreciation, as is done in the case of every fixture in the store. This is applied to articles even where repairs are being made. For instance, a wagon has been damaged, and costs $20 or $40 to make good. If in last year's inventory it is set down at $30, it will be set down this year at $27, and the $20 or $40 charged up to "barn expenses." The $30 for "wagon will not be raised to $50 or $70 just because it was repaired.

This is only one example of hundreds where Mr. Bradley believes in figuring out "assets" and net profits on a safe basis. He wants no "profits on paper." He prefers to get down to rock bottom, to err on the other side rather than to figure out net earnings that may not be worth that much in cold cash. This principle of Henry Johnson's Mr. Bradley has found an essential in conducting a successful grocery business, and he urged it to the representative of Canadian Grocer as a wise practice for every grocer to follow.

Uses Prices in Every Ad.

In speaking of the fourth item, advertising, Mr. Bradley expressed great faith in its efficacy. He is a fairly liberal patron of newspaper space, and thoroughly believes in quoting prices. In fact, he has little use for an ad. that omits these definite items of information. The Bradley ads., Canadian Grocer learned in St. Catharines, hold a unique position in this respect: in a sense they seem to establish a standard for prices, particularly on staple goods. Fortunately for such a system Mr. Bradley is no "cut-rate specialist." He has a theory that every article should net the grocer a profit, and he has never been able to follow that argument (?) that "a man can come out ahead selling goods below cost because he sells so many." Hence there is a feeling—as no one uses prices so regularly or so systematically—that they will not operate unfairly to other grocers, who may or may not advertise.

Wants Fair Profit On Sugar.

Take sugar, for example. "I quit the business of losing money on that years ago," exclaimed Mr. Bradley. So on biscuits and scores of other lines. He buys as cheaply as he can; as largely as he can where a larger order means a reduction; he takes all the discounts going, and then—with an absolute knowledge of COSTS—he fixes his price, and it takes a very dangerous competition at lower rates to make Mr. Bradley mark it down to where it fails to net him a "decent profit."

This idea of knowing where he is at and conducting his store on a safe basis is carried out in every phase of the workings of the three stores. The same details are required of the other two stores, and Mr. Bradley knows just how much per cent. of the turnover it costs him each year to do business in Niagara Falls and in Chatham.

"Each year"? He would smile at that. He does not do his house-cleaning once a year.

Each month?

Yes, better than each week, even, for he can figure it out by the day, if need be.

He tries to follow out a system that is worked out in minute detail in department stores, except that he applies it only to the extent to which he feels it will pay in his own business of smaller proportions. But the result is the same: every clerk is placed on his mettle. He knows whether he is doing better or worse than during the corresponding month of last year, and the knowledge spurs him on to exceed "last year's" record.

Bonus for His Managers.

A similar view, only broader, of course, is adopted towards the store managers. They are stimulated to show better records by a carefully-managed bonus system. A manager is told just how the total expenses of doing business in his store stood as compared with his turnover; whether the percentage rose or fell; whether it reached 13 per cent., where 12.5 was last year's; or 14 where 14.36 was the figure one year before. He is encouraged thus to watch for the "leaks," that run away with profits; to block up these holes, and also the net profit to rise higher. And for better showings the bonus is given. Sometimes they are told that if the "cost of doing business" falls below a certain percentage they will receive a bonus. This sets them hard at work on the road towards Efficiency.

Studies Other Stores' Methods.

One more point that Canadian Grocer learned about this shrewd and successful manager. He is always ready to learn. Witness his having a "reserved seat" for Canadian Grocer—where he could consult it continually. Witness also his trips to other centres; to Chicago, to Philadelphia, where recently a department store brought over a manager from the most progressive department store in London, England, to be at the head of their newly-established grocery department. Witness his inspections of New York groceries, and Toronto and Hamilton. Ready to learn, and learning all the time.

STIMULATING BUSINESS BY USING SALES RECORDS.

(Continued from page 112.)

keeps us posted on the progress made from month to month. But it also stimulates us to try to sell more goods to keep up our records, and, therefore, it makes us keener students of salesmanship. Considering our various duties (some of us go out after orders), we can generally tell how our sales should compare with those of others, so there is always a friendly rivalry on. If, for instance, Jack ——'s sales are below mine one month he is anxious to retrieve himself the next to remain even with me on the total of the two. For this reason the sales record on the office door is closely watched from day to day, and particularly from month to month.

We certainly consider this system has a great deal to do with the increasing of sales from year to year."

It will be noted from the diagram that the totals are recorded in red ink, so that they will not be confused with the monthly sales.

There are two young enthusiastic members of this firm who learned the business with Mr. Powell; namely, Harry Lawson and F. S. Stonehouse. They are careful readers of their trade paper and other business magaiznes, and are constantly evolving new ideas that will help them in their business.

VEST POCKET HOLDS PROGRESS OF BUSINESS.

(Continued from page 114.)

store, and on counting her money at home found she was short $5.

"Had we been using the old cash till system, we never would have known whether that woman really had been given her wrong change or whether she had lost the money on the street somewhere. Having the information with which the cash register supplied us, however, I had no hesitation in handing the man out his money. It helped us too, to point out with tact how we had discovered the mistake while balancing up the cash on Saturday night. Otherwise that customer might have thought we were trying to 'do' him."

Mr. Harp certainly thinks the cash register well worth the price he paid but maintains that every dealer should use his register for every purpose possible.

The knowledge this merchant gets from his little vest-pocket book, through the cash register, keeps him thoroughly posted on the progress of business and relieves his mind of many worries that otherwise would be liable to creep in. This in turn gives him a better opportunity to look after the expansion of trade in so far as the actual selling of goods is concerned.

Chas. McCausland, a Paris, Ont., grocer, in addition to several other display methods, has a sheet of glass inlaid in his counter under which is a receptacle for showing small, flat goods such as soaps.

Selling Power of the Man Who Comes Face to Face With the Customer

Montreal Dealer Says That the Merchant Who Enjoys Confidence of His Patrons Can Sell Them the Goods in Which He is Most Interested—Believes in Pushing Sales of Goods with Fair Profits.

THE little town of Rawdon, Quebec, was the birth place of William Brown, proprietor of the Imperial Warehouse, corner St. Catherine and St. Mark streets, Montreal. The farm at one time had attractions for him, but he evidently felt that the city offered greater opportunities, and so he drifted in to Montreal.

It was not his former association with the "producers" of milk, eggs, etc., which prompted him to connect with the grocery trade. No. It was simply because he had to do something to secure the necessary "greenbacks," and a vacancy in a grocery store for clerk happened to catch his eye and he was appointed.

Three years of clerking, to talk in round figures, found W. Brown with $500 cash safely laid away, but it was not producing much in the bank and the knowledge he had gained behind the counter led him to seek a store of his own, and, remember, he made up his mind to build up a business on $500. That he succeeded is due to close attention to a number of fixed rules laid down by himself, and an application to business which breeds victory whenever brought into action.

To-day, $65,000, perhaps a little more, is the annual turnover of the Imperial Warehouse, and that this will increase from year to year is a foregone conclusion.

"My wife and brother were the only assistants I had in the early stages of my business, but their interest in my success was a material factor, and if every clerk were to show as much enthusiasm as they did, there would be a bigger wage for clerks and bigger returns for all concerned."

Power of Personal Salesmanship.

"Yes, you are right," he replied to a query, "when I first opened up I was not so wideawake to the possibilities of personal salesmanship as I am to-day; but at that time conditions were entirely different and there was not such a variety of delicacies offered us either."

Coffee Sales Trebled.

"Do you find that electric coffee grinder of service?" asked the writer. There was a smile on the face of the dealer right away.

"Why, that is a business producer in itself. I used to sell a fixed quantity of coffee every week, but I realized that if I talked it up better I could do an extensive business. The result is that I sell a little over 500 pounds a month."

Mr. Brown thinks that coffee grinding should be done in the morning so that there will be a strong, pleasant coffee odor in the store all day, an odor which, he claims, creates a taste and makes purchases.

"I know my customers, have always dealt squarely with them, and as a result they have faith in me, so that any suggestion I make about goods to them is well received and usually acted upon. I'll tell just you you how true this is.

"A traveler came in the other day to place some goods with me, telling me that they would be advertised extensively and that I should have a quantity to fill the demand. On examining them, quality seemed o.k., but the profit was small. I assured him that the other lines I was handling offered me a bigger margin and that I would not add another line.

"'Oh, well,' remarked the confident salesman, 'I guess you'll have to order them, as you'll be asked by your customers for them, and lose the business if you have not got them in stock.' 'I'll take a chance,'" said the dealer, and the interview ended pleasantly. "Pleasantly" because courtesy is one of the prominent traits in Mr. Brown's make-up.

"Well, did you eventually handle the goods?" was asked. The reply is significant and should be noted by every retailer.

"No, I did not. The demand was light, very infrequent, and on all occasions I simply admitted I did not have it but could recommend ——— brand. 'Oh, well, if you say it is all right it will do just as well,' was the answer received invariably, and I assure you, Mr. Canadian Grocer, that the retailer who is running an up-to-date store along honest lines can sell the customer anything he likes as long as he does not overload, and so long as he knows the goods will satisfy."

This expression of opinion naturally made the writer feel that he was not talking to any penny-in-the-slot machine the only unfortunate part being that quite a number of customers had come into the store and William Brown, business expander, creative salesman, and man of ideas, had to leave his interviewer to look around the store for himself and observe.

Conserving Space.

There are various ways of taking advantage of small space, and the Imperial Warehouse certainly has missed few of them. Since space was limited, the proprietor decided that generous shelving all around would carry large quantities of goods and show all lines up to good advantage at the same time. The idea has been worked out well and even if it sometimes is difficult to get at the goods it does away congestion and other evils.

A novel method for displaying jams and preserves is worthy of note. The casher's office front was pretty bare and five shelves were built out from it and a variety of jams neatly arranged. The eye of the customer must fall on them as she approaches the cashier and in many cases it has reminded her that she she has to order jam.

"I have always made a point of putting good quality goods where they can be seen. That little case for honey over there cannot be missed and it has pro-

(Continued on page 119.)

DEMAND PLUS PERSONALITY.

Wm. Brown, the Montreal dealer, whose opinions on the importance of the development of Salesmanship, are given in this article, strikes a chord which should be taken up by every man in the trade. It is not the simple handing out of goods asked for that will make an outstanding success in the grocery or any other business. It is the net profit on the goods sold above the actual demand giving satisfaction to the customer. Mr. Brown believes in this. He has set his heart towards developing this phase of the business. The large mail order and department stores accomplish it principally by newspaper advertising. The smaller dealer, in addition to that, has the personality—the flesh and blood power of the man—and this properly exercised is the more important of the two.

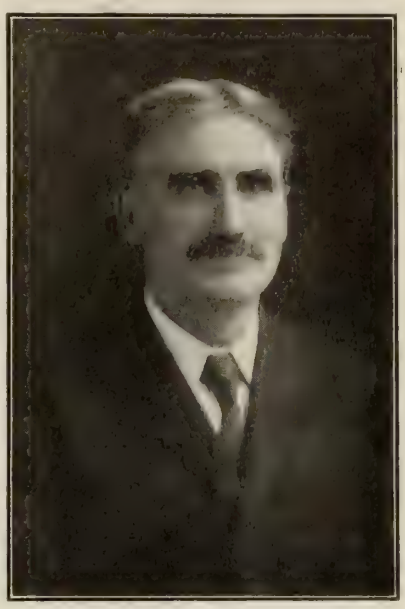
Turnover From $20,000 to $72,000 in 21 Years

Splendid Expansion Made by the Business of Alex. Earle, of Creemore, Ont—He Has Now Retired from Active Mercantile Life to Enjoy Fruits of Labors — Business-Building Methods.

THIS is the story of Alex. Earle, general dealer, who came from a farm on Scugog Island, and sought a district a little south of Collingwood, Ont., where the population was sparse. Having found it, he set to work, and against formidable odds, founded a successful business with a turnover of $72,000 a year, from which he has recently retired. To a representative of Canadian Grocer he has told how he built the business, what difficulties he met, and what his business principles were.

To begin with, Alex. Earle was born on Scugog Island, near Port Perry, was raised on a farm, and stayed on a farm until he was a man. Then he served his time in a country general store, at Fleetwood, Ont., after which he returned to the farm and remained there until he was married at the age of 27 years. Having taken unto himself a wife, he built up a small general business on the Island. The store was beside an Indian village, and as he stood in well with the agent, he was able to get his pay from his customers when the agent came around with the annuity.

Twenty-three years ago, he went to Maple Valley, south of Collingwood, where he remained in business for a year and a half. During a visit to Creemore, nine miles further south, a town with a few hundred souls, it occurred to him that there was an opening for another store, although there were already five of the kind there. He moved down, and started in a small way the large business which he recently disposed of, having been in Creemore twenty-one years.



ALEX. EARLE, Creemore, Ont., Who recently retired from mercantile field after a successful career.

Took Personal Interest in Farmers.

The secret of Mr. Earl's success has been in handling all kinds of produce, and reciprocating with the farmers. By attending carefully to the farmers, he got in well with their children, who, when they grew up, continued to trade with him. For this purpose he occasionally drove out into the country, and took tea with his customers, who were always glad to see him. They were flattered, and he found this a paying custom.

When Mr. Earle arrived, the farmers were bringing in their produce, and trading it around where they could, geting cash where possible, which was very little. Most of the dealers preferred to trade rather than give cash. There are people in that district who still trade with the farmers in this manner; but the time for that has passed. Since then, a market has been begun.

After being in Creemore for six years, Mr. Earle found his trade growing to such an extent, it was necessary to look for larger premises. He secured two adjacent stores, and converted them into one, with an office in the centre, using one side for groceries, and the other for dry goods. He installed cash carriers, and inaugurated millinery rooms.

Rest Room for Customers.

In his conversation with The Canadian Grocer representative, Mr. Earle made some comments on the importance of studying the customer's comfort. He fitted up a waiting room in the carpet department upstairs, installing all the conveniences that a farmer's wife could desire after a long drive. Here they could take their babies, and he soon found that people made this a waiting room, where they could rest until the team was ready to take them back home. It was one of the best paying investments in the store.

In conversation with Mr. Earle, the question was raised: "Does

Interior view of general store until recently conducted by Alex. Earle, of Creemore, Ont., showing grocery and dry goods sections.

a country market pay the grocer?" He thought that if other towns in the neighborhood had one, it was best to have one too, or the farmers would go elsewhere. He believed, however, that it would be better if there were no weekly markets, then the whole of the trade with the farmers would go to the stores. He remarked that a merchant who liked the market was a man who did not handle the farmers' produce. It was the impression of some, he said, that some day the weekly market would disappear altogether.

Speaking on the cash and credit systems and their relative value, Mr. Earle stated that he always did a limited amount of credit business. He has never allowed long credit, and gave no cash discount. He treated all his customers the same. He thought the idea of discount signified approval of credit.

Diplomacy Among the Clerks.

Regarding his clerks, he never allows them to mention the departmental stores to customers. If a customer remarked what prices were in departmental stores, the clerks were trained to turn the subject, for he knew a controversy like that never settled an argument. He always kept good clerks. One of them remained thirteen years, and another nine years. Mr. Earl's advice to other merchants is to keep a good clerk when they have one, even at a higher salary.

He always made it a custom to discuss matters with the clerks, and to get them interested in the business. If a change was contemplated, he would ask his clerks what they thought about it. He never gave them bonuses. He did not believe the principle good. He employed six men and three girls steadily and on giving up business, entertained them at a banquet. Every one spoke in the highest terms of the way in which he had dealt with them.

A Contest That Advertised Him.

Mr. Earle believed in advertising both in the local newspaper and by circular. He once adopted a very novel method of making the name of his business familiar in the district. He bought a dozen dolls at about a dollar apiece, and offered them to the twelve girls who made the largest number of common sense words containing the letters in the word "Earle." Thus the girls of the district were employed for weeks uttering the name of this store.

For fifteen years Mr. Earle conducted a poultry business which at one time was of extensive proportions. He was the first in this district to buy live poultry from the farmers, which he killed, chilled and packed himself. At first he had an English market, but later there grew up a large local demand. He worked up a connection between Gravenhurst and Cobalt, extending west to Fort William. The poultry was supplied direct from Creemore, or from cold storage in Toronto where he had dispatched it earlier in the season. This business, however, dropped off five years ago owing to the establishment in Creemore of a cash market. Toronto buyers now come in and secure the poultry direct from the farmers. Probably this has something to do with Mr. Earle's pronounced views on the subject of country markets.

A Substantial Expansion.

During the twenty-one years he was in business in Creemore, Mr. Earle increased his turnover from $20,000 to $72,000, there being an increase every year. This is astounding when it is remembered that Creemore, even now, is a place with little over 600 population. It is interesting to note also, that during the first six years, when he was in a smaller store, his turnover only increased from $20,000 to $30,000, whereas when he moved to larger premises, his turnover quickly jumped to $50,000.

Although Mr. Earle has sold his business in Creemore, he will be by no means idle. He has a number of outside interests to keep him employed.

SELLING POWER OF THE MAN WHO COMES FACE TO FACE WITH THE CUSTOMER.

(Continued from page 117.)

duced sales all along." This was a simple case glass front standing perpendicularly on the counter containing honey in the comb, the comb being quite close to the glass and attractive.

Novel Porch "Refrigerator."

In medium cool weather a tall case is placed in the porch containing fish, etc., but the front of this case is absent. It is open being really a doorless showcase, but as aforesaid it is only placed there in medium weather, the outer-store door being pulled back and fastened so as to touch it, the glass of the latter thus allowing all goods to be seen. The appearance is good, and the average individual would not know that the door was providing the glass for the open case behind it.

Mr. Brown spoke of success from window displays and as he has not very much space at his disposal, he believes in a symmetrical display of two or three lines, each of which will offset the other. For example, biscuit tins always provide a steady and pleasing background and their flat tops act as a support for jams and other bottled food.

Confectionery and maple goods have always proven good sellers and with a little attention net the dealer a good return. The Imperial Warehouse devotes a showcase entirely to the former and high class chocolates are sold from it fairly extensively on Saturdays, evidently as a Sunday treat.

To conclude the whole growth of the Brown business has been due to the increased sales at the counter, the sales over and above demand. "We always introduce new goods, because if we wait till the customer asks for them they'll never move; so once I am convinced that a line is worth while (and by the way, your paper has often helped me in selecting and selling goods), I tell the clerks to sell it and by that means extra profit, extra sales, and a general expansion are assured.

SELLING METHODS USED IN HIGH-CLASS DISTRICT.

(Continued from page 91.)

Thirty Cases Olives Per Month.

Very little canned fruit is sold here; it is mostly in bottles. Wealthy people are particular, and like to see what they are buying. The sale for olives is enormous. Although the store is by no means a large one, he disposes of about 30 cases a month.

Manufacturers who are about to open a branch in Winnipeg like to get their goods into the best market, and usually visit Sutherland's for a week or two, sending a demonstrator along. For this reason there is usually a demonstrator in the store, and a nicely decorated table stands in there nearly all the time.

Postcards Get Business.

During the last twelve months business with grocers as well as other merchants has not been as good as it might have been. To secure the business of people who did not come near his store, Mr. Sutherland addressed postcards, calling attention to the fact that he had an up-to-date grocery, to five hundred local householders. It was rather expensive advertising, and it did not bring the results anticipated. Mr. Sutherland then wondered whether the wealthy people of this suburb would know a bargain when they saw it, and whether they would take advantage of it. He started adding to his usual postcard announcement two specials, staples, at fairly reasonable prices. He found that the people of Fort Rouge did know a good thing, for they came for those lines, and some of them stayed and became good customers. He found this very important fact, too—that these people liked to keep it dark that they were buying coffee or cheese because it was selling at cost. Mr. Sutherland tries to remember this, and prospers thereby.

Cleaning Day

The busy woman makes cleaning day a delight with the materials sold at this store. Everything that is used by the experienced and wise old housewives who know the **easiest way,** will be found here. We have specialized in materials for cleaning day since way back and can guide you in your choice of the best. Our knowledge of what others are getting the best use from, guides us. Let us show you.

Specials this week:

10% Discount on Brushes.	10% Discount on Brooms.
40c Tin Maple Syrup 50c	25c Pkt Pancake Flour 20c
20c Tin Corn Syrup.. .. 15c	Best grade Canned Peas 15c

O'KEEFE & MARTIN
THE GROCERS

The Big Store
EXTRA SPECIAL

Owing to the scarcity of Apples, we have bought 200 Cases of Oranges at a price which enables us to sell them much cheaper than apples. These Oranges are "Number 1" Extra Fancy Redlands stock, guaranteed free from culls or rots. We are packing them in half-cases, containing 100 to 150 Oranges each, and the price is

Per Half-Case - - - $2.00

Per dozen - 25c., 35c. and 50c.
(According to Size)

A direct purchase on New Zealand Butter, allows us to quote

Fancy New Zealand Butter 2 lbs. for 75c.

Lettuce, Bananas, Celery, Cucumbers, Tomatoes, etc.
in great abundance for today's selling, at the old reliable Store.

Morrin, Thompson & Co.

Pineapples

Pineapples are on earlier than usual this year and are now as cheap as they will be this season and now is a good time to buy for canning. See our prices.
Have you tried Beech Nut Brand of Peanut Butter? If not, try a jar. It is the choicest made.
Vegetables and fruits, Fresh cream daily.

Reeks & Co.

Seasonable Groceries

We keep everything in Fine Family Groceries for the holiday season—or for any season.

Ask for what you want and we will try and get it for you.

G. K. GREENLAW
.....GROCER.....
St Andrews, N. B.

HERE are reproduced eight newspaper advertisements written by Canadian and Newfoundland grocers. These are criticized in a friendly way on the page opposite with the hope that this criticism will be of service to our many readers who are newspaper advertisers. Of course all these have been considerably reduced from their original sizes.

BOWRING BROS., LTD.,
GROCERY.
332 Phone 332.

Breakfast Foods.

Quaker Oats.
Plasmon Oats.
Cream of Wheat.
Grape Nuts. Force.
Hunter's Scotch Oatmeal
Malt Breakfast Food.
Puffed Rice.
Corn Flakes.
Buckwheat & Graham Flour.
Lyle's Golden Syrup.
Maple Syrup.

CHASE & SANBOURN'S
Seal Brand
COFFEE.
CAMP. COFFEE.
INSTANT POSTUM
COFFEE & MILK.

MARMALADE.
Golden Shread, Ginger, Tangerine, Grape Fruit, Hartley's, in 1 lb. 2 lb., pots; 7 lb. tins.

CHEESE.
Canadian, Cheddar, Gorgonzola, McLaren's.

Fruits in Glass.

Lemon Cling Peaches,
Hawaiian Sliced Pineapple,
Pears, Cherries,
Strawberries, G. Gages.

Calarab Candy Figs,
the figs that are different
Turban Brand Dates.
Crys'd Cherries, 1-2 lb. tins.
Glace Cherries, 1-2 lb. tins.
Val. & Jordan Almonds, and Walnuts (shel'd)
Almond Paste, 1 lb. tins.

ARMANDETTA,
a perfect substitute for Almond Paste, at half price.

MEATS in GLASS.
Ox Tongue, Brawn, Boars' Head, Calves' Tongues,
Ass'd. Potted Meats.

BISCUITS.
Huntley & PALMER, Carr and Jacobs'.

DRIED FRUIT

There is a time for everything and the present is the time for Dried Fruits. If they are carefully prepared there is nothing more healthful to eat, and especially at this season of the year

White Figs	California White Figs when steamed are as good a spring medicine as you can find. 2 lbs. 25c; per box of 25 lbs. $2.75
Raisins	No nicer dessert than raisin pie. In England the consumption per head of raisins is almost five times the amount per head in Canada 2 lbs. seeded, full pounds, 25c
Nectarines	Not very well known but very fine. 3 lbs. for . . . 50c
Prunes	The most popular of all dried fruits. Large ones, 2 lbs. 25c; per box of 25 lbs., $2.75 A few 25-lb. boxes of last year's small sizes, per 25-lb. box . $1.50
Apples	Ontario evaporated, per lb .. 15c 25 lb. boxes $3.25
Apricots	Californian product, per lb..... .... 20c 25-lb. boxes $4.75
Pears	Clean, bright and fresh. 3 lbs. for .50c per 25-lb box. $3.75
Peaches	These are not sulphur bleached. 2-lbs., 25c per box $2.75
Raisins	Loose muscatels. 3 lbs 25c
Dates	1-lb packages, each 15c

The McKenzie Co., Ltd.

Quality & Service our motto. 5 per cent. Discount for Cash Monthly accounts nett

Saturday Cash Special
4 cans Kelowna Wax Beans for.....25c

KENTS

The warm weather is almost here. It will soon be too hot to bake. If you want the very finest bread that can be bought phone us and our rig will call.

Strawberries, box	25c	Castor Sugar	3 lbs 25c
Pineapples for preserving, .		Bulk Olives, pint.	30c
Lettuce, radishes, onions bunch 5c		Irish Twist Tobacco, lb	$1 25
Oranges	40, 50, 60c	Ammonia, 2 bottles	25c
Bananas, dozen	40c	Molasses, 2 tins	25c
Lemons, dozen	40c	Canned tongue, ham, turkey tin	35c
Pure jam pail . .	90c	Macaroni, 2 pkgs	25c
Maple syrup can .	90c	Tea, very best, 3 lbs	$1 00
Marmalade	25, 75, 90c	Fancy apples, dozen	25c

Fireworks
All ready for the 24th of May, every kind you can imagine Reasonable prices.

FRED A. KENT

ORANGES

are at their best, 25c and 35c per dozen
Cauliflower, Celery, Lettuce, Spinnach and and New Rhubarb, per lb. - 20 cents
Grape Fruit, 2 for - 25 cents

TRAIL GROCERY Co., Where Quality is King

Filling White Space With Result-getting Copy

Newspaper Advertisements of Eight Canadian Dealers Reproduced—Suggestions by the Ad.-Critic on the Good Points in Each and How Improvements Might Be Effected—Importance of Catchy Heading.

IN a recent address before a convention of merchants, one of them said:—

Advertising is as necessary to a retail dealer as fertilizer is to the farmer, or in other words, it is a necessity. To begin with advertising is merely getting better acquainted with the public. The newspaper, without question, is one of the greatest factors for upbuilding of any progressive establishment. It must be used, however, with care and system, or it will be found to be an expensive luxury.

With this latter point particularly in our minds let us look at the reproductions of newspaper advertisements of a number of Canadian grocers, on the opposite page.

* * *

O'KEEFE & MARTIN, Vernon, B.C.—Ad. writing critics would say at first glance that here is a well-written and well-displayed advertisement. The heading cut is attractive and the introduction strong. It impels one on to read the entire ad. It concentrates on something — housecleaning day and housecleaning goods—and is not given over to generalities. When the reader comes to the "Specials this week," he, or she, naturally looks for prices on housecleaning lines. In this respect the ad. might be considered a little disappointing unless the writer intended the maple and corn syrup, the pancakes and canned peas to help out in getting the meals on the busy housecleaning days.

At any rate the heading and introduction are strong, the type used being pleasing to the eye.

* * *

MORRIN, THOMPSON & CO., Phoenix, B.C.—This ad., the writer believes, could have been made stronger with a more suitable heading. Oranges is the chief line advertised. Why not refer to them in the heading, such as "Oranges cheaper than apples?" That would immediately have caught the eye of the housewife as she glances over the paper. The introduction to this ad. is otherwise particularly convincing.

Except in quarter, half or full page ads., the majority of the trade might consider it advisable to stick to one line. However, opinions differ in this regard. This ad., it will be noted, has scarcely the smooth, attractive appearance as the one above. This is due to the printer, who has used too many series of type.

* * *

REEKS & CO., St. Thomas, Ont. — This advertisement was used last year during the pineapple season. The introduction is fine. It induces people to buy NOW by pointing out that pineapples are as cheap as they will be. Probably a heading reading: "Pineapples at Rock Bottom," would have attracted more attention. In this ad. other goods are also mentioned, so that the same remarks as to the one previously mentioned, apply. If the entire space had been given over to pineapples, reference made to the quality, etc., it might have been productive of getting more people into the store.

* * *

G. K. GREENLAW, St. Andrews, N. B.—This ad. explains better that type which does not refer to any goods in particular, but to groceries in general. Since every grocer handles "seasonable" goods for "holiday" and other seasons, it is not easy to appreciate just what results the writer of this ad. can expect apart from placing the name more prominently before the public.

Most merchants like to create an individuality for their stores—something that will make them talked, or at least, thought about. This is what makes the ad. that is nailed down to one particular subject so valuable.

* * *

BOWRING BROS., LTD., St. John's, Nfld.—The scientific ad. writer would probably have various criticisms to offer on this advertisement. The heading in this case is the name of the firm which usually is placed at the bottom, being considered of less importance than a catchy heading to get the reader of the newspaper to read the entire advertisement. An ad. such as this would have been better with a heading something like:—"Dainty Dishes for Breakfast, Luncheon and Reception." Women would have sat up and taken notice. It is always advisable, too, to run some descriptive matter about the quality, variety, deliciousness, etc., of each article named. In this case, of course, had this been done throughout, some of the lines referred to, would have had to be omitted. Anyway it is somewhat crowded.

* * *

THE McKENZIE CO., LTD., Kelowna, B.C.—Here we have well written copy. This is about dried fruit and it is confined to dried fruits alone. The chief value in this ad. lies in the fact that each item of dried fruits mentioned is talked about in conversational style. The buyer is given a reason why she should invest in white figs and raisins, for instance. It is suggested to her that steamed white figs are splendid from a medicinal standpoint. Everyone knows that figs are good for the digestive organs, but we require the outside suggestion usually to get us to purchase them. Raisins for pie, presents a reason why raisins should be bought; and so on all down the line. Here is undoubtedly a fine newspaper ad., and one in which money has not been wasted. It would be interesting to know the actual results secured.

* * *

FRED A. KENT, Killarney, Man.—Possibly if the heading had referred to the coming of the warm weather rather than the word "Kent's," this could have been made a more catchy ad. For instance: "Warm weather helps for the housewife," would, no doubt, have attracted more attention. Some elaboration on the strawberries, pineapples, marmalade, canned tongue, etc., would also have stimulated the interest in it. The idea of suggesting goods for the hot weather is good and more ads. of this character should appear.

* * *

TRAIL GROCERY CO., Trail, B.C.—This space was originally not quite large enough to talk about more than one line. No doubt had oranges been concentrated upon, the chances are more people would have read the ad. and been influenced by it.

It must be remembered that in advertising the merchant is buying good space and that he has only himself to blame if he does not use it properly. Otherwise, as the merchant quoted at the outset of this article says, "it will be found to be an expensive luxury."

Busy at Housecleaning?

If you are, let us help you save labor in cooking. We have a delicious line of COOKED HAM—all ready for the table—that the entire family will appreciate. Or, if you prefer, you can have your choice of a number of other lines that are easily made ready to serve. Read this list:—

Cooked Ham, nicely sliced, per lb.	**.35**
Canned Salmon (Sockeye), per tin	**.25**
Kippered Herring, a meal in itself	**.15**
Canned Tomatoes, Corn or Peas, absolutely fresh when packed, per tin	**.10**

For quick desserts we would suggest jelly powder, tapioca ready to serve in a minute, and all kinds of fancy preserves.

Our Service is Unexcelled

H. H. Harvey

Phone 85 16 John St.

In house-cleaning time the women are usually pretty busy. Suggest to them, through an ad. something like this, easily prepared foods.

Pantry Shelves Empty?

At this season of the year the stock of home-made jams, jellies, and preserves is apt to be pretty well exhausted. And especially this year because of the scarcity and high price of so many fresh fruits last summer. Wouldn't it be well to restock with absolutely pure and most delicious jams, jellies, etc.? Note the prices:—

Pure Fruit Jams of fine flavor, per pint jar	**.20**
Fancy Jellies, all kinds, per glass jar	**.25**
Preserved Peaches, in heavy syrup, per jar	**.20**
Orange Marmalade, a great favorite, per jar	**.20**

Come and look over our entire assortment.

JOHN BROWN

195 Ames St. 'Phone 199

Because the housewife's supply of jams, jellies, preserves, etc., must now be low, this ad. should sell some goods at present time.

EVERY merchant who uses the newspaper for advertising his goods and his service would do well to map out a plan of campaign before the first copy is placed. The three ad. suggestions on this page suggest the possibilities for getting new business by tendering regularly seasonable suggestions. There are so many special seasons and occasions in a twelvemonth when certain goods can be sold, and so many reasons to give the buyer for purchasing these goods, that it is a wonder more dealers do not go more enthusiastically after business by using the newspapers. A plan of campaign mapped out in spare moments ahead of time, containing a list of these special occasions and goods that are associated with them, would place the merchant in a most advantageous position to get the very best out of the white space he purchases.

Let us Select the Eatables for Your Camping Trip

¶ We have had the experience and we know just what you will find handy, healthy, nourishing and wholesome. Our stocks of canned goods have been specially selected for their quality and purity; and in fact everything we suggest to you will have your unqualified approval.

¶ Check from this list the goods you know you want, come in and let us show you others:—

Canned tomatoes, corn, peas, beets, beans, etc.; concentrated packet and canned soups; meat extracts; canned preserves and jams; marmalades; bacon; all kinds of cooked breakfast foods; condensed milk, coffee and cocoa; canned salmon, sardines, kippered herring; tobaccos, cigars, pipes, and matches.

¶ You will find prices of all these goods, quality considered, most reasonable. For small extra charge we will pack the goods for you.

Phone 642 W. K. JOHNSTON 17 Main St.

Good Tonics for Building Up Spring Trade

Seasonable Lines Which the Dealer Can Push Now to Good Advantage — Canned Goods, Including Vegetables, Fruits, Salmon, Sardines, Pork and Beans, and All Kinds of Glass Goods, Will Now Be Found Splendid Sellers—Bacon, Cooked Meats and Meat Sauces, and Breakfast Foods Also Among the Spring List.

Pickles, Tomato Sauces and Condiments.

IN the spring rush the retailer should not forget that the average housewife is in the market for pickles, tomato sauces, Worcester sauces and other condiments. It must be taken for granted that the home supplies are wearing low and that the stocks will be more readily replenished if the dealer uses some special selling methods to interest the buyer in these goods. Pickles and meat sauces of various descriptions are staples in every home, so that if the home-made supplies are over, more are going to be bought—and the grocer who puts his goods to the front in the most attractive manner is the one who will get a good share of the trade, other things being equal.

Bacon and Cooked Meats Following Lent.

NOW that Lent is over, the retailer is finding good sales for bacon, cooked ham, tongue, etc. Those who observe this season have been refraining for a good many days at least from eating meat of any kind, and now that this has been changed by the passing of Easter, they will have keen appetites for the various cured and cooked meats. It is an easy matter to display these goods temptingly. A window trim with a few platters on which are shown several nice assortments of slices of bacon and cooked meats is about all that is required to whet the appetite of the passerby to the purchasing point. These lines are being found by many to be one of the best tonics for the spring trade that can be found.

Salmon, Sardines, Meats, In Tins and Glass.

IN putting to the front goods that will sell readily from now on, the grocer should not overlook canned salmon and canned sardines, as well as kippered herring, meats in tin and glass. The present is a busy season for the housewife. She is engaged in the work of house-cleaning and hasn't much time to cook extensively for luncheon and dinner. These wholesome foods are easily prepared for the table and are tasty and attractive. Then, too, as soon as the warm weather makes its appearance these goods are strong favorites on account of the fact that they obviate the necessity for a hot fire. From now on, therefore, many grocers will feature them in their windows, on their counters and in some of their newspaper advertising. They are essentially spring and summer goods, and with a little extra effort, retailers find that sales can be very much improved.

The Spring Warmth Helps Breakfast Foods.

SPRING and summer is always a good time for the sale of breakfast foods ready for eating. As soon as the first signs of the warm weather appear many dealers get behind these goods by attractive window, shelf and other interior displays. They find that this extra attention helps greatly. For the reason that they are ready cooked, the housewife and family will readily turn their attention to them. These breakfast foods, too, seldom change in price, so that once the consumer knows what the various prices are, he or she purchases without question. This is a case where it is not necessary to use price tickets in the window trim, but a show-card or two calling attention to the fact that no fires are needed to cook these breakfast-foods and that they are light and wholesome foods for the hot weather, should materially help in increasing sales.

Season for Boosting Sale of Canned Goods.

THIS is essentially a canned goods season. Imported vegetables are too expensive for the average family and the cheapness of canned corn, peas and tomatoes gives the retailer a strong talking point in favor of the canned variety. No better tonic could be used just now to brighten up the spring trade than to push the sales of these and other canned vegetables. Then again, the housewife's stock of home-made fruits, jams, preserves, etc., must be getting low, so that the retailer has here another stimulant for increasing trade at the present time. All kinds of canned goods, therefore—as well as jams, fruits and preserves in glass—should be moved out rapidly from now on. Stocks should be pretty well cleared before the domestic strawberry finds its way onto the market. The fact that canned vegetables are cheap this year—cheaper, in fact, than they have been for several years—is one of the strongest talking points the dealer has at his command.

Landed With $75 in 1911--Thriving Trade Now

How a Welshman Started Life in This Country—Was First a Traveler and Then Bought Business in Brandon, Man.—Makes it Point to Get Men Who Will Take an Interest in His Business.

Interior of the grocery store of Jno. Rees, of Brandon, Man.

IN the City of Brandon, Man., there are said to be more grocers in proportion to the population than in any other city in the West, and yet it is reported on the authority of prominent wholesalers that there are less bad debts in that city among grocers than among other tradesmen. In such a city it must be interesting to hear the story of a Welshman, who landed there three years ago with seventy-five dollars in his pocket, and has only been in the retail grocery business a year, yet has built up a thriving trade, and while not the largest business, has the largest store in this city, with plenty of room for expansion.

John Rees, whose store is at the corner of 12th and Rosser streets, was formerly a traveler for the Matthews, Laing Co., now Matthews, Blackwell. After two years on the road, he decided to settle down, and in February, 1913, bought out Cook Brothers, grocers, Brandon, and started business there, remaining until November 14. The move from this smaller building to the present large one shown in the accompanying illustration, gives one an idea of the expansion which has taken place in this business during the past year.

He thought there was an opening for a larger business on the fringe of the city, and this building, formerly used by a baker and confectioner, being vacant, he leased it. Being somewhat away from the counter trade of the city, he felt it was necessary for him to go out for business. He started out himself, but business increased at such a rate, it soon became necessary for him to hire help, so that now he has three men, two of whom are out a good portion of the week on delivery business.

Mr. Rees learned that if he was to achieve success in the grocery business in this city, it would be necessary to go earnestly after the trade, and having secured it, to look after it. He made it a point to give his customers a satisfactory delivery, and first saw that he had good delivery men. As sixty per cent. of his business was done with credit customers through these delivery men, it was reasonable to expect that the amount of business would depend much on the ability of the men he sent after it. He saw that the men he sent out were pleasant to their customers, and took note of what the customer told them. In his experience he has met drivers who forgot little things told them by customers as they were driving away, thereby losing business. Mr. Rees every time tried to secure clerks who were interested in his business.

It has hardly been necessary for him to carry large stocks with wholesale houses in the city. He started out with a moderate stock, which has increased gradually up to $3,000. He installed computing scales, a meat cutter, and a cheese cutter, and an account register. He has found that this register saves him the labor of another man.

For his store, he invested in two large silent salesmen, for carrying high class confectioneries, and in an expensive biscuit case. The walls are fitted with mahogany shelving, which shows up well against the buff-colored walls. The rear of the store is used for provisions, a good supply of hams, bacons, and lards always being on view.

The feature of the store is its large size, and immense windows, which flood the store with light. The floor measures 34 x 75 feet. The rear was so large, it was fitted up as a storeroom and an office, the latter being elevated so as to give a full view of the store. The basement is of the same area as the store and is used as a storeroom.

Retailers Claim Good Results from Fair Exhibit

Collingwood Firm Show Samples of Their Stock to 25,000 People in This Way—Special Sales in That Town Arranged by the Local Retail Association—Two Clerks Build Up Good Business.

WHEN a few years ago two Collingwood grocers' clerks decided to start in business for themselves there were some of the older heads in town who gave them a limit of six months, declaring that after that date they would be ordinary clerks again. That is ten years ago; to-day Prentice & Sproule are one of the largest grocers in Collingwood, Ont., and their turnover has increased from $20,000 to $50,000.

Some of their methods are enterprising above the ordinary. One of their most interesting advertising schemes is to exhibit at local fairs. The accompanying photograph shows their display at the Collingwood Fair, which lasts for four days. Care is taken to show as far as possible everything that is carried in the store.

During the four days the fair was visited by about 25,000 people, and the grocery exhibit came in for much favorable comment. Samples were given away of various lines, and results have proved this form of advertising to be a very profitable one. They also advertise in the prize lists of local fairs, thus getting into touch, they claim, with farmers over a large area. They also take a live interest in the fair proceedings.

A Well-balanced Partnership.

Prentice & Sproule are careful with their buying. Mr. Sproule does most of it, while Mr. Prentice takes a bigger interest in the selling end. They have carried coal oil for years, but recently have been buying in car loads. Among other lines bought by the car load are berry boxes, sugar, vinegar and potatoes, flour, shorts, and bran. They can then have it brought to the store as they require it. Brooms are bought 50 dozen at a time, and cheeses by the hundred. Honey is purchased three and four tons at once. Pickled fish is also bought very heavily when in season.

Customers are encouraged to buy by the bag when possible. Farmers have got into the way of doing this, and it means less trouble for the grocer. Shorts are usually sold to the farmer in half-ton lots. Farmers in the Collingwood section insist on having good food, and are good payers as a rule.

Association Arranges for Sales.

Sales are put on occasionally—a two-days' sale—when a point is made to get everything out of the store that is not a fast seller. There is a retailers' association in town, which arranges for all the sales to be held on the same two days. There is the advantage in this scheme of all uniting to bring big crowds to town for these two days.

Mr. Sproule finds one objection to the present system of retailers conducting these sales: there is always some difficulty in getting the grocers and dry goods merchants to agree on the proper time to run a sale. The former are not always in a position to operate a sale as often as the latter to advantage, and their profits being less, cannot offer special prices as much as the dry goods merchant. This being so, a number of the Collingwood grocers would like to see special sales' days for the grocer and others to suit the dry goods and other merchants who are members of the association.

May Install Motor Delivery.

Prentice & Sproule attach much importance to their delivery systems, and they endeavor to keep their delivery men as long on one route as possible. Their present man (they do not send boys out

Prentice & Sproule, Collingwood, Ont., exhibited at the Fall Fair last year, where 25,000 saw samples of their goods. They claim this resulted in good business.

on this work) has been with them for the past six years. They keep the best of outfits, and at the present time are considering installing a motor truck, and extending their delivery. They have always been among those merchants known in Collingwood for the excellent appearance of the their rigs. Mr. Sproule says customers like to see a good-looking animal drive up to their doors, driven by a man, and not an old "skate" prodded by a boy with a whip. The company keep their harness clean and painted, and always under cover when not in use.

There is a principle put into practice by this firm that might be emulated by others to advantage—that of clearing out immediately any provisions that are inclined to deteriorate in quality. They believe that the first loss is the best, and clear up butter, for instance, at the first sign of its going bad and sell it to the "candy" man.

Reminiscences of Early Ontario Grocery Days

An Old Dealer, at Request of Canadian Grocer, Looks Back on the Days Gone By, and Presents Some Conditions as They Were Forty and More Years Ago—Startling Price Changes Recorded Since.

Written for Canadian Grocer by J. H. Meir

WHAT vast changes have taken place in the grocery business during the past 40 years! Probably no other line of trade has seen so many. There are a great many grocers of to-day under the impression that the physical and mental strain of the business has never been so severe as at the present time. A glance, however, at old-time conditions might bring an acknowledgment that it was not all sunshine with the old-timers.

Admittedly the grocery business is sometimes a laborious and trying one, but great improvements have appeared lately tending to make the position easier and less exacting in many respects. Some reminiscences of the writer's experience as a boy in a grocery store in a northern Ontario town previous to the advent of the railway may be of interest. How we would have appreciated such a paper as the Canadian Grocer to advise us and keep us in touch with trade conditions!

Our store fronts were plain—mighty plain—in those days. There was no such style as plate-glass. Ten by twelve inches were the ordinary dimensions of the window pane. No doubt, however, this was quite sufficient, as little effort was expended to make displays even by the most progressive.

On entering the store, no such artistic collection of goods met the view of the customer as can be found in the most humble shop of the present. Hundreds of kinds and brands of goods in common use to-day were unheard of—such as breakfast foods, a great variety of jams, jellies, pickles, sauces, baking powders, etc. It may surprise many to learn that canned vegetables, now such a large item in household buying, are a product of but recent date.

Wood was the sole fuel, and coal oil only was used for lighting. Tallow candles were still in use for private lighting, and were heavily stocked. Only the boy who has daily "bucked" the wood, hourly replenished the supply for the stove, cleaned, trimmed and filled a half-score of lamps, can fully appreciate modern lighting and heating appliances.

A Revolution in Store Appliances.

Cash registers, computing scales, cheese cutters, account registers, self-measuring oil and syrup pumps, slicing machines, refrigerators, dustless bin fixtures, electrically-driven coffee grinders, and a host of other appliances, most of which seem indispensable to the average grocer to-day, were unknown. How convenient and what labor-savers these devices are! Yet we old-timers rendered good service—as service went at that time—without these great aids! But this is not claiming that such a service would be accepted to-day.

Paper bags were not commonly used. One of the duties of the writer was to make them, as they were not manufactured for sale. Every clerk had to be expert in the making of "cornucopias." These were made by rolling a square piece of paper in circular form, one end being sharp-pointed with a strong twist. They were used principally to contain spices, etc, package goods not being in vogue.

Oh! The Cost of Sugar Then.

A fairly bright sugar retailed for about 8 lbs. for $1. It required some skill to properly parcel this quantity when there were no paper bags to be obtained. Loaf sugar was the only "white" carried in stock, granulated not then being on the market. "Muscovado" yellow was the main seller. It was imported in large casks, commonly designated hogsheads, the weight running from 1,200 to 2,000 lbs. Our town could not boast of the modern truck, consequently the loading and unloading of one of these heavy packages on and off a wagon was a difficult and dangerous operation. When successfully delivered, the next process was to transfer the contents to the barrels, necessitating a sharp spade or shovel to work in the heavy mass.

Five or six varieties was about the extent of biscuits carried in stock. If

the "kid" of to-day saw the old-time limited grocery display of candies he would be more than disgusted. Sugar sticks, bull's-eyes, mixtures, and especially "conversation lozenges," were the leaders. This class of goods retailed at about 40c per lb. (cost 25c), and were generally purchased from the road wagons. I remember James McLaughlan, now the head of McLaughlan & Sons' establishment of Owen Sound, when he sold his own make from his single-horse wagon. Leming & Patterson's wagons from Brantford supplied us with biscuits, while the late F. F. Dalley, of Hamilton, carried essences, patent medicines, hair oils, etc.

The young "sport" of those days who hadn't a well-oiled head of hair stood a poor chance for favor in the eyes of the feminine sex. F. F. saw that the best and most highly-perfumed variety could be obtained from his conveyance, and always had it in such fancy bottles that his product was a favorite seller.

We sold very little fresh fruit, apples even having to be imported—5c per lb. was the general price. Grapes occasionally made their appearance in small quantities, selling at 20c per lb. Oranges and lemons were a luxury, and seldom seen, while bananas were unknown. Dried apples formed a ready sale at from 12½ to 15c per lb. Toilet soaps were limited in variety. Laundry soap (not wrapped in the early days) was generally made in long bars. On delivery we always removed it from the boxes to allow it to dry out, as otherwise it was apt to form into a solid mass.

Fish Sold By the Barrel.

Fish were plentiful and cheap forty years ago. A 100-lb. package of trout sold around $2; lake herring at about $1.50; Labrador herrings and dried codfish, the latter put up in 224-lb. bundles, were in good demand. I have frequently sold a whole barrel of herrings and 100 lbs. of codfish for the use of a single family. A couple of tons of the latter was not considered a heavy stock for winter trade. To-day that quantity would not be disposed of by the combined dealers of a fair-sized town.

Grocers generally purchased hogs for their own supplies. Hogs under 200 lbs. were not wanted, and unless the bacon or ham showed at least a couple of inches of clear fat it was unsalable. Such bacon as we demand to-day would be laughed at by the good housewife of the sixties and seventies.

We had only one kind of matches. They were prepared in small blocks of split wood, about three inches long by one wide and deep. The split which formed the matches extended about two-thirds of the way down the block, the lower portion being solid. When Eddy put his products on the market, each match being separate and packed in paper wrappers, the pioneer variety rapidly disappeared.

Factory-made cheese was then in its infancy in Canada, our supplies coming principally from the States. A few farmers essayed home-making, but as a rule it was very poor stuff. Our salt deposits were at that time undiscovered, so we imported this commodity from the States also. The grade, which sold around $2 per barrel, was very inferior to our own make of the present. Coal oil retailed at 50c per gallon.

Syrup brought from 80c to $1 per gallon. It was put up in large barrels or casks, and was a constant source of annoyance in measuring from the package, particularly in the winter season, when the contents oozed so slowly from the tap as to make the performance at times simply exasperating.

In teas, Young Hyson and Gunpowder were the leading varieties, coming in chests from 75 to 100 lbs., and retailing at from 75c to $1.25 per lb. Japan teas were a later arrival, a good sample selling at 75c. Grocers of those days had excellent profit on teas.

The Wife Smoked Too.

Three or four kinds of tobacco were handled, in plug form only. A good margin of profit was obtained at 50c per lb. Cut and fine tobaccos were unsalable. Snuff was a good seller. Pipe smoking by women is a practice of the past. It was no uncommon occurrence then for a farmer's wife to ask for a clay pipe and proceed leisurely to smoke strong tobacco while doing her trading in the store.

In the summer season large quantities of eggs and butter were exchanged for goods. To handle and properly pack these lines was strenuous work. Butter was packed in hardwood tubs, after being carefully selected according to color. "Leeky" butter was common when the cows fed in the bush, and had to be guarded against, as a very small quantity would contaminate a whole package. Eggs were packed in barrels with cut-straw or oat hulls, as we had no cases in those days for expeditious handling. New York was our principal market for eggs. The ruling price for butter was around 12½c, and for eggs 8c to 10c.

Great quantities of maple sugar were purchased at from 6c to 7c, but even at these low figures it was often difficult to find a profitable market for it.

Home Baking in the Old Days.

Bread was a poor seller, as fully 90 per cent. of the housewives baked their own. The standard weight of the loaf was two pounds, and seldom sold above 5 cents, although flour was higher priced as a rule than to-day. Rats and mice were a constant source of annoyance and loss. In spite of all measures taken to eradicate them, they were always with us. The advent of the use of cement in our cellars and such appliances as dustless bin fixtures, etc., have largely curtailed the depredations of these pests.

It is an admitted fact that the profits in the grocery trade were much better years ago, yet if we consider the greater volume and variety of goods sold to-day the returns to the careful grocer are equal, if not in advance of four decades past.

A commercial traveler recently remarked that the retail grocer dispenses more charity than all the organized charities in the world; that the orphan's cry and the widow's appeal are never made to him in vain. Repeatedly he has seen the baskets of the poor filled with something to eat, for which no payment was ever expected or received. This is one feature of the business at any rate that years have not obliterated. Just as formerly the average grocer to-day is still the victim of "hard-luck-story" customers and dead-beats generally. In the sixties and seventies no class of trade suffered from bad pays like the grocer. In this respect there has been little change, and not likely to be as long as present conditions continue.

BACKWARD, TURN BACKWARD.

This article, supplied at the request of Canadian Grocer, will appeal to the old as well as the young interested in the grocery business. It was written by a grocer who learned the business with his father back in the seventies, and who has yet a clear, vivid recollection of conditions that existed in those good old days of the past. No more emphatic evidence of the advance in the trade and in the standard of living generally could be submitted.

Those who are creeping upwards to the three-score-years-and-ten mark will be carried back to their boyhood days. Those in the "bloom of youth" who stop to view the progress of the last 40 years will look forward with some amazement on what conditions existing in 1950 will be at the same rate of change.

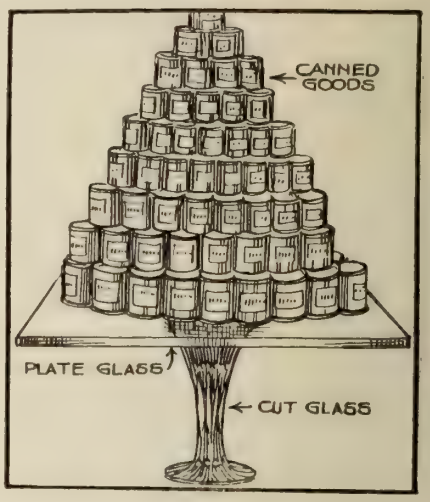
How Other Grocers Do Things

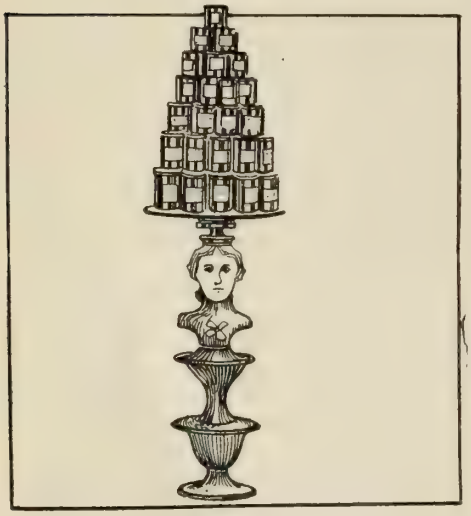
AN ELITE VASE IN WINDOW.

There is no greater believer in the power of display for making sales than J. T. Wallace, a Brantford, Ont., dealer. His windows, while not always elaborately dressed, have simple, tasty trims that make the passerby stop to look. Several little devices are used to show the goods off to best advantage. One of these consists of tall, stately glass vase— not unlike one that might be used for flowers— covered with a heavy piece of heavy plate glass, as shown in the illustration. This is balanced carefully on the tumbler and a display of canned goods built up in pyramid fashion by placing horizontal row of cans side by side so that they preserve the balance of the plate glass. Other cans are then built up until the display is topped by one tin.

This makes an effective showing and in the centre of the window sets it off nicely.

"It sells the goods, too," states Mr. Wallace.



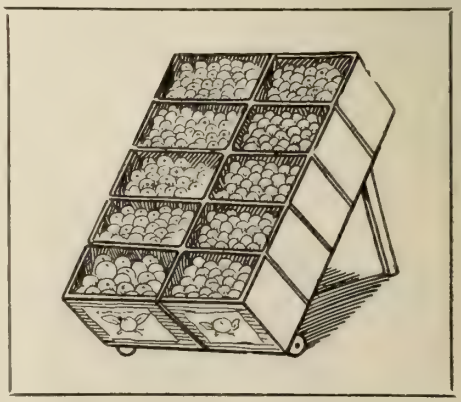


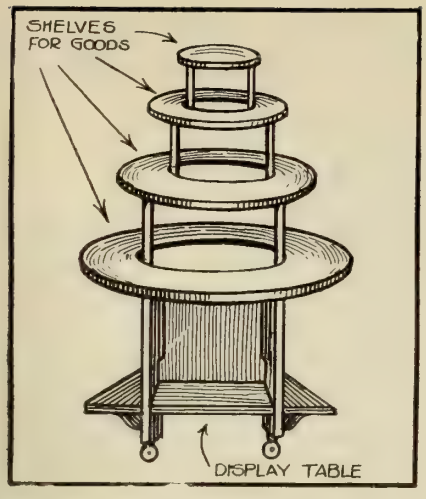
HAND-CARVED, OAK PEDESTAL.

A graceful fixture for displaying canned, tinned or package goods is to be found in the store of A. Hendry, Winnipeg, Man. As will be seen from the accompanying drawing the goods are held up on a slender pedestal. The base is made of oak, hand carved, and its graceful, delicate appearance gives a tone to the store it otherwise would probably not have. Three or four of these stand down the left hand side of the store on the floor outside the counter where they must be seen by everyone who enters. While they do not occupy much room, they take away any bare appearance the floor may have, and what is of more importance the customer's eye is concentrated on them, so that they sell goods. Fixtures like this described are always the product of an ingenious mind—of a man who thinks about the possibilities of suggestion from a selling standpoint. The first cost is the whole cost and when the total sales made by such a fixture in a year are considered the cost usually appears insignificant.

A LARGE ORANGE FIXTURE.

In the grocery store of Murphy Bros., Montreal, is a large tilted orange display fixture which can be moved easily to any location. It consists of 10 boxes the same size as orange boxes. It means that as the oranges come in they must be taken from the original cases and placed in this fixture so that all bad fruit is detected. Usually it is kept at the rear of the store so that it greets the eye of the customer the moment she enters the door. The bright color spread over a wide area is fascinating, and it sells oranges. Each box is a great deal heavier than the ordinary orange box, and painted the same color as the fruit. The big display stands more upright than is actually indicated in the accompanying cut.





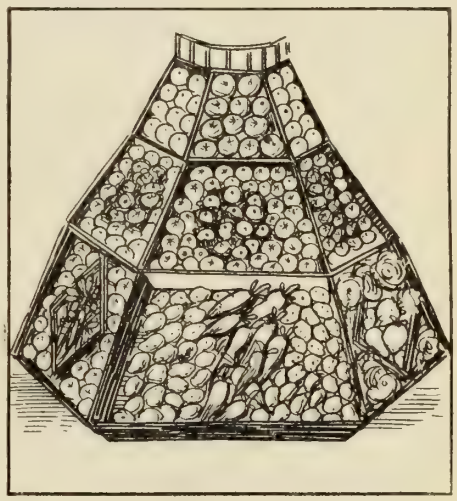
CIRCULAR DISPLAY FIXTURE THAT SELLS.

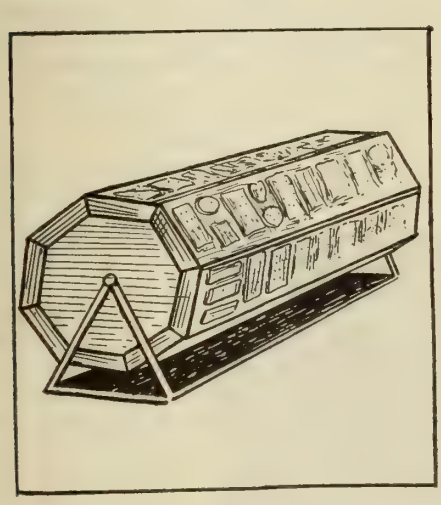
Many merchants are averse to having a lot of opened cases of goods, baskets, egg crates, etc., on the floor in front of the counter, and yet they hate to see a lot of space going to waste. Chas. McCausland, of Paris, Ont., has overcome this nicely with a unique circular display—a variety which has rarely been met with in the travels of the writer. It consists of three shelves with a circular top and shelving around the legs near the floor. It is so constructed that by loosening a couple of screws the circular shelving at the top can be entirely lifted out of the frame, leaving a round table standing on its own legs. The top can therefore be used to splendid effect in the windows.

When Canadian Grocer visited Mr. McCausland's store recently he was showing a neat array of peanut butter, honey and other delicacies on the top and Paris lump sugar, packages of raisins, dates, etc., below. "It attracts the customer looking around," he states, "and certainly makes many sales."

NOVEL FRUIT AND VEGETABLE STAND.

This fruit and vegetable display stand was designed and built by the manager and clerks of the St. Johns branch of W. H. Stone Co., Ltd., Winnipeg. It has three sides, is made of wood finished in mahogany color, and one section is changed every day. There are three slopes to it, allowing fruit to lie securely. It permits of only one layer, so that there is no chance of rot. When sketched by Canadian Grocer artist, the three top sections contained grape fruit, which are large, and look well in the smaller space. The three second layers were composed of oranges, a design being secured by having a circle of oranges in the middle half exposed from their wrapping paper, while those around were fully exposed. The middle bottom section contained oranges in and out of paper, and two cheese boxes were used to display sweet potatoes, parsnips and beets. The section on the left also contained oranges, and a diamond-shaped fixture containing celery. The bottom section on the right contained cabbages.



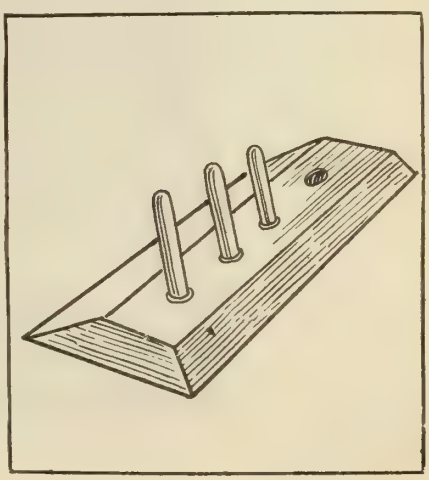


REVOLVING BISCUIT DISPLAY.

In a number of stores are to be found revolving biscuit displays such as the one represented by the accompanying drawing. E. T. Ryerson, a Brantford grocer, has one, and H. D. Weekes, the manager of the grocery department, states that it gets considerable fancy biscuit business for the store. A certain line of biscuits is shown in this display, and although the Ryerson store has not handled it for very long, sales have already reached large proportions. A shipment of some 40 or 50 tins is brought in every once in awhile. Another store in which one of these revolving displays was noticed was that of G. A. Gow, of Hamilton.

TEST TUBES GET BUSINESS.

Test tubes are generally associated not with the grocery but with the drug business. Yet it does not necessarily follow that the test tube cannot be used in the former, for it is in one Canadian store at least. The writer ran across it recently in the store of J. P. Kerwin, Dundas, Ont. Mr. Kerwin had a number of these test tubes selling goods for him. He fills them with such goods as shelled almonds, split peas, rice, tapioca, lentils, etc., and placing a cork in the mouths of the tubes inverts them in a board bored with holes. Customers pick them up, ask questions and first theing they know they are sold something. They are also frequently carried by the order-taker on his trips, being easily carried in the vest pocket, and invariably result in orders that otherwise would not have been secured.



Grocers Tell How They Expand Provision Trade

Experiences of Dealers from Coast to Coast go to Show There is Profit in Looking After This Department—Summer Season the Best Time for Cooked Meats—Power of Display in Selling.

Many merchants are afraid of the "Summer Slump" myth. The idea has got into their heads that as soon as the hot weather season arrives, they might as well bid good-day to the business rush that characterizes the spring season.

This is entirely erroneous. The aggressive dealer finds plenty of opportunities to expand sales just as soon as the people begin to shed their winter clothing. Among the lines that can be featured from now on to splendid advantage is provisions. In this article a number of Canadian dealers point out that summer is the great season for cooked meats, and they go after this trade persistently. They also tell how they attract the buyer to get the maximum returns from the provision department. There is assuredly food for thought in what these fellow-merchants say.

K. F. OXLEY, KELOWNA, B.C. — For boosting the sales of bacon, cooked meats, etc., I find that by stocking and selling only goods of quality, by keeping them and their surroundings clean, by doing them up in sanitary paper, and sending all cooked meats out in cardboard boxes, it is an easy matter to increase the turnover in them. I began about three years ago to handle these goods and have observed sales expanding each year since.

"The window of course can be used to advantage. I remember one trim I had that sold particularly well. In the centre I placed the slicing machine with cooked hams, tongues, and cured ham and bacon all around it. I placed also some slices of choice cooked ham on lettuce leaves and parsley, also several plates of sliced streaky bacon. This display brought good results."

* * *

A MERCHANT IN LETHBRIDGE, ALTA. says: This firm has been handling provisions since April, 1900. During the intervening 14 years they have had an increase in sales of more than 200 per cent. To expand trade sales in this line they aim to carry only the highest grade of goods and they make displays so the eye of the shopper will be attracted. They find the summer season extra good for boiled ham and cooked ox tongue.

* * *

YUILL BROS., EDMONTON, ALTA.—We began selling cured and cooked meats in October of last year, and we are highly pleased with the results. Our January sales were almost 75 per cent. greater than October. By handling a quality line which we were able to recommend to our trade with confidence, we found little difficulty in making sales. At the price we sold our goods we made a gross margin of 26 per cent., and a net profit of 8 per cent. During the summer we are looking forward to a good trade in this line, and intend pushing sales for picnics, etc. A window display we had in January gave us a good deal of business. It was composed of hams and bacon.

* * *

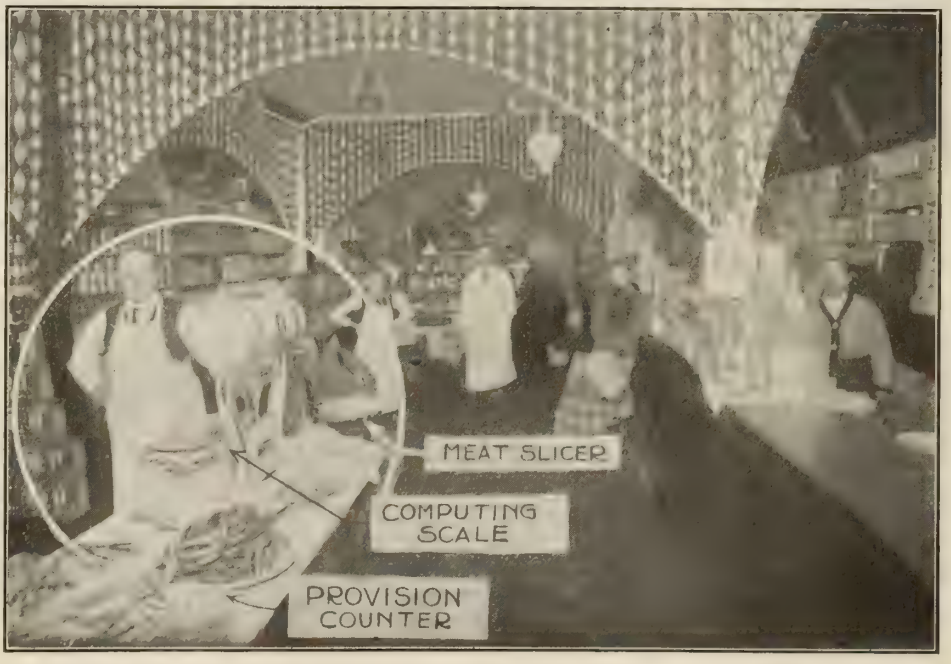
DOWLING & REED, BRANDON, MAN.—While we haven't a separate provision counter for cooked and smoked meats we have always sold them, sales having increased each year. Our talking points for making sales are: Quality; machine sliced, thick or thin as the customer wishes; cleanliness in handling; and absolute freshness of the goods. In summer time we find the sales of all cooked meats much larger than at any other season. To promote sales we always have some of these lines displayed on a marble counter.

* * *

J. BOWER & CO., BRANDON, MAN. —In our store cooked and cured meats have been sold since 1881, and we have certainly increased our business greatly. Particularly has this been the case during the past five or six years, when sales of cut cooked meats have gone ahead rapidly. By stocking goods of reputation and keeping a good assortment backed up by showing customers directly, we find it an easy matter to make extra sales. Warm weather is a wonderful aid in selling cooked meats as we are in a position to point out the needlessness of working over a hot stove when meats can be bought already cooked and sliced to taste.

* * *

C. W. WHELPLEY, FREDERICTON, N.B.—It was over 40 years ago that we began selling cooked meats, bacon, etc. Our sales have increased more than 20 times what they were 30 years ago. To bring this about we found it advisable to give our customers only the very best we could secure — they do the advertising. Although we have a good trade the year round, yet the summer season is undoubtedly the best.



In the Powell Grocery Co.'s Store, Dundas, Ont., provision counter is given special prominence by being placed just inside the door.

(Continued on page 152.)

THE CLERKS' DEPARTMENT

A SPLENDID SELLING TALK.

By Tom C. Jack, Calgary, Alta.

Some time ago we introduced into the store an entirely new line — "Pickled Shrimps in Glass Jars."

Hitherto we had only handled "shrimps in cans," but we had the impression that this new line would be a winner and with the commencement of Lent and the near approach of summer when all kinds of salads, etc., would be popular, we decided to make a leader of the shrimps in jars. I devoted two days to this (that is two days in which I kept tab on my sales) and during that time I sold thirty-five dozen jars.

Had the price been the same my task would have been an easy one, but as the price of the jars was nearly double that of the cans, it was necessary for me to use the proper arguments. Before starting I decided to make the price a secondary consideration only to be mentioned when the jars were sold (or practically sold).

By a series of mental arguments I convinced myself that it was the only satisfactory way to have shrimps packed and that the customers ought to be able to see what they were buying. Then when I approached a customer I would show a jar and a can side by side, point out how much more tempting the one was than the other and in nine times out of ten I found that customers were hardly interested in the price at all, so enthusiastic they became over the sanitary condition of the goods, etc., etc., I am sure that it was because I myself was convinced that this was a better line that I found it so easy to convince the trade, and if all clerks would only devote a little time and learn all about the manufacture, and also some talking points of each line they handle, then salesmanship to them would be easy, and any new line they introduced from time to time would not be an experiment. They would soon make them as popular as the lines which have been handled for years.

* * *

SALES BOOSTED 57 PER CENT.

By Percival Harding, Orangeville, Ont.

In entering your conetst, I selected a brand of cereal—Blank Brand Health Food—an almost unknown cereal in our section which we had stocked, and which was not moving out very freely. I first took a sample home and tried it by preparing it in the different ways as directed on packages. Then I looked up the different ingredients, which are flax seed, whole wheat, celery and salt. Not being familiar with the food value of flax seed, I consulted first a physician, then an encyclopedia, and found that it is from flax seed we get our linseed oil which is of such value for horses and cattle though rather nauseating for human consumption; also that the flax seed is a gentle laxative and very strengthening to the body. Knowing the value of whole wheat it was not necessary to look it up, but found that celery is a pronounced success as an appetizer and an especially good tonic for the nerves.

With this knowledge I was prepared to begin my campaign, and my employer being absent on a trip, I had an opportunity of figuring results. Placing several packages on the counter within easy reach, I would introduce the subject of cereals and holding one up for inspection would say—something like this—"Lady, this is a new brand of cereal we are selling, perhaps unknown to you, though it is not a new product, as it has been sold and is known all over the U. S. A., and is just being introduced into Canada. It is composed of three of the greatest body building foods procurable, viz., flax seed, celery and whole wheat. The flax seed is pregnant with pure oil and in itself is a very powerful health providing food, also acting as a gentle laxative and very strengthening. Celery has always been known as a great nerve builder and a fine appetizer, and as for whole wheat and salt their uses and qualities are universally known so I need not dwell on them. Now any of these taken separately should be a very satisfactory breakfast food and when all three are combined and perfectly blended, you can easily see the result, a very palatable appetizing dish, and one of the most healthful combinations ever put on the market. I have personally tried this food and can recommend it very highly as it can be eaten hot or cold."

I can truthfully say that almost invariably I made a sale, with the result that I increased the total sales of that article over 57 per cent. at a profit of some 39 per cent.

What sold those goods? That argument? No, not alone, but the argument plus confidence gained from past experience.

WINNERS IN CLERKS' CONTEST.

TOM. C. JACK, with S. G. Freeze, Calgary, Alta.—In two days he sold 35 dozen jars of Pickled Shrimps in glass jars.

PERCIVAL HARDING, with R. H. Robinson, Orangeville, Ont.—A new cereal was specialized on recently by Mr. Harding, who by his own selling power increased the sales 57% at a profit of 39%.

LESLIE POWER, with James Scott & Co., Halifax, N.S.—Mr. Power successfully introduced an entirely new line —onion salt—so that it has become practically a home necessity.

MANY SPLENDID REPLIES.

Canadian Grocer's Clerks' Contest brought forth a splendid array of competitors from practically every province of Canada. The winners as given above receive respectively $3, $2 and $1, and all other replies considered by the judges to be of a high order are paid for at our regular space rates. In addition to the three winners, who have given very substantial evidence of the power of the dealer and clerk to sell, are found herewith several other answers. Altogether the honor roll apart from the three names mentioned, includes the following:—

R. C. Robson, with MacLean & Hutchins, Battleford, Sask.

Geo. Buck, with Dunke & Co., Berlin, Ont.

L. E. Dawson, 234 Queen St. W., Toronto.

E. Bedau, with Elzear Turcotte, Quebec, Que.

Roland Ritchie, with Chas. Hawkins, Windsor, Ont.

Chas. Simmons, Brooks, Alta.

Reginald Somersett, 68 Wheeler Ave., Toronto.

J. Ross Webster, with Drew & McIntyre, Florence, Ont.

The remainder of the articles from these bright young salesmen will appear in future issues.

INTRODUCED ENTIRELY NEW LINE.

By Leslie Power, Halifax, N.S.

I am a clerk in a first-class grocery store, and as we handle the very finest of imported fancy groceries, it is nearly always necessary to have to talk our goods up. But I wish particularly to explain about my pushing and selling of an onion salt. My firm imported these goods as a trial order, and I undertook to place them among all our customers, explaining the merits which ——— has, it being a dried and evaporated onion, and put up in an attractive table shaker. It is placed on the dining room table, so that each diner may have the amount of onion flavoring he wishes. Then I dwelt on the saving of time peeling onions, and how trying this process was on the eyes. I always urged that ——— was the "little brother of salt and pepper," and should always be on the dining-room table.

Not only is it now a necessary article in every home, but among some of our leading hotels, it is being found a useful article in the cuisine. I might say that ——— is now stocked quite heavily by my firm, and, it has become a home necessity.

* * *

SPECIAL MAPLE SYRUP SALE.

By Geo. Buck, Berlin, Ont.

Having apparently overstocked last season on maple syrup, we found that, just on the eve of a new season, we had in our cellar about one hundred quarts of last year's product. Although this stock was of the best commercial grade, and the highest price had been paid for it, yet the usual prejudice we felt would naturally exist against old stock, and an especial effort would have to be put forth to dispose of it.

My employer commissioned me to make the sale, and to make it immediately, if possible. I designed a window display, which was, I am told, both suggestive and attractive. At any rate, there was an abundance of maple syrup in it, which fact in conjunction with the other fact that I put forth my best efforts both on the display and on the making of sales on the first bright days of spring, brought many a customer into the store, and converted many an inquirer into an actual purchaser. Within ten days the stock was practically exhausted, and when this year's supply arrived, not one pint of old stock remained.

* * *

A PROFITABLE BISCUIT SALE.

By Eugene Bedau, Quebec, P.Q.

Recently I suggested to one of our customers who comes regularly every Saturday night, to give us his order, that he try a pound of a new brand of biscuits that we were offering at 40c per pound. He replied that they were too dear and that he preferred to buy some pastry at the confectionery store. This is the method I adopted for selling him a pound of these biscuits. "It's true," I said, "that these biscuits are expensive, but when you consider the matter you will find them cheaper in the end than the pastry you intend to buy on your way home. For one thing they are very light and a pound of them will go as far as two pounds of ordinary biscuits. You also have the additional advantage that you can keep them fresh longer, because there is no butter in the manufacture." The customer purchased a pound of biscuits regularly every Saturday night.

* * *

CORNED BEEF SALES ADVANCE.

By Chas. Hawkins, Windsor, Ont.

Until a year ago our meat department's sales of canned corned beef were nothing to speak of in comparison with the fair quantity of bacon, cooked ham, etc., which we were selling. Then our buyer ordered from a well-known company two cases of their product, and after that our beef sales stepped lively. But before we could sell this line we had to overcome the objections of the customers. They would not believe that this new beef was superior to the old. However, I was convinced that it was and I went after sales by having customers taste it. Now our beef order amounts to five-case lots at frequent intervals. I had to do considerable talking, but the secret of the sale was, or rather the "clincher" was all in having the customer taste the beef. I might add that we opened all the six-pound tins and sliced the contents.

* * *

GOT BEHIND MARMALADE.

By Chas. Simmons, Brooks, Alta.

At this season of the year our thoughts are directed to the marmalade problem, also the things pertaining to this particular table delicacy. I would like to explain the way I increased sales in this line and also in other lines. First, I picked out marmalade because it was the right season in which to push it. Then again being rather heavily stocked on this line we desired to change this into as much ready cash as was possible, at the same time not slaughtering the price one bit.

I selected a space on the counter, where it was not only noticed but was handy for the salesman to show, and to refer to its fine quality. We considered it superior to any yet handled, and our recommendation induced many to try it. The store's recommendation counts a lot with customers or even strangers in dealing with an honest-looking salesman. Not only did the fruit itself disappear, but interested parties by being persuaded to try it bought the articles necessary to make it themselves.

Then again quality counts. Sell a good article and you are sure of the ultimate results. The quality of this was the best, and one sold meant many others. I know this to be a fact in this case, as I have had many repeat orders. Also in introducing your stock in this way you often make fast friends of your customers which means better business and money in pocket.

* * *

CREATED DEMAND FOR BAKING POWDER.

By L. E. Dawson, Toronto.

On our shelves, among many different kinds of baking powder, there was one brand whose quality never seemed to diminish. Customers always seemed to specify or ask for all the other brands, but this continued to ornament the fixtures.

One day the idea occurred to a lady clerk that perhaps it was more owing to the fact that this particular kind of baking powder was less familiar to the general public, and consequently to our special customers than the more universally advertised or standard brands. She decided to try a tin of it herself and test whether her theory were correct or whether the product was really of an inferior quality.

As far as she could discover, the baking powder itself was equally as good as any other at the same price she had ever tried, so she thought she would see what she could do to clear out this rather large quantity.

Although it was not packed in very attractive tins, she first contrived to make a dainty display of it at one end of her counter, and whenever a customer asked for sugar, flour, lard, cream or spices, she immediately introduced this particular baking powder in a tactful manner, suspecting that some culinary operations requiring baking powder were contemplated in the household.

By quoting her own successes with it, supplemented with what others soon began to tell her, she managed to sell the whole amount and at the same time to better her own position with her employer, as he recognized exceptional ability and interests in her efforts on his behalf.

———

E. F. Mason, Peterborough, Ont., has a gallery running around his store with the exception of the front. On the shelving there he stocks surplus goods instead of leaving open cases in the warehouse, which he claims are very tempting to anyone who might be walking through. The gallery is accessible to customers by a stair at the rear.

Ontario Grocers Discuss R.M.A. Amalgamation

First Afternoon's Discussion Pretty Much Devoted to This Question—The Pro and the Con—Garnishee Amendment Followed Closely — Question Box Discussion on Wednesday — Features of the Officials' Addresses and Reports.

Reported by Staff Correspondent.

TORONTO, Apr. 16.—When President D. W. Clark opened the second annual convention of the Retail Grocers' Association of Ontario on Tuesday morning last, there was a fair but an enthusiastic representation of members in attendance. As the proceedings gained momentum, the gathering gradually broadened out in the convention hall of the Temple Building and before the close of the afternoon session there was a good delegation on hand. On Wednesday this was increased.

On the surface, the proposal to amalgamate with the Retail Merchants' Association held sway. But when one got a member into the corner it was soon found that his inmost thoughts were on the amendment to the Garnishee Law which might at any minute be introduced into the Ontario Legislature for its second reading. In regard to this, however, the delegates had to bide their time and the major portion of the Tuesday afternoon session was devoted to the amalgamation. At the night session on Tuesday the President announced the second reading of the bill was expected to be made on the following day.

After the usual preliminaries on Tuesday morning, W. Wrigley, secretary of

W. J. MELLEN, Brantford,

Who was unanimously elected President of the Ontario Retail Grocers' Association.

the Ontario Hardware Dealers' Association, addressed the gathering on the work that organization was doing, and reviewed the proposals made for amalgamation with the R.M.A. so far as the hardware men were concerned.

Secretary Miller read communications from several, among them, E. O. Way, Chief Inspector, Weights and Measures Department, Ottawa, regretting he could not accept an invitation to be present, and offering the services of his department when desired; M. R. Hill, secretary Hamilton R.G.A.; Jno. Kew, president Brantford R.G.A.; Jno. Scott, executive member, Woodstock; A. J. Deer Co., Toronto; and J. M. Dillon, President Ontario Wholesale Grocers' Guild. Mr. Dillon replied to a letter from the secretary regarding wholesale selling to consumers. He regretted that this condition of affairs still existed and promised to take the matter up with the various wholesalers and to discuss it at a meeting of the Wholesale Grocers' Guild of Ontario, which would be held soon. He asked too, for names of wholesalers known to be selling to consumers.

From J. D. Wisdom, Allandale, Ont., and a member of the Executive, was received a letter regretting that owing to illness in the family he was unable to be present. He suggested that some action be taken in connection with the Adulteration Act. He pointed out that in his estimation figs and other Mediterranean fruits should not be sold in May and June and recounted an instance where a Barrie grocer was fined for selling figs containing foreign matter which were collected by the inspector in June, and the dealer was not notified until the following February that a breach of the law had been committed. This he claimed to be wholly unfair.

TUESDAY AFTERNOON SESSION.

The initial part of the afternoon was taken up with the receiving of the various addresses and reports of the officials.

The President's Address.

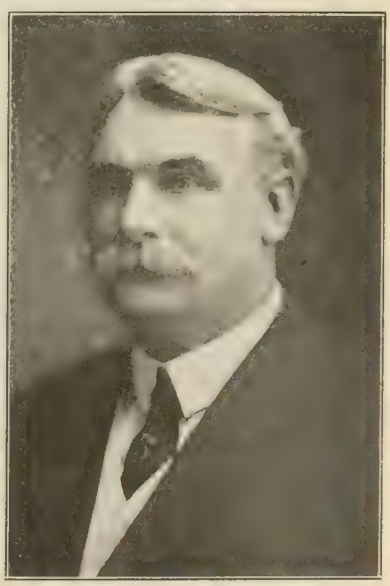
The President addressed the delegates as follows:

Members of the Ontario Retail Grocers' Association,—

It gives me a great deal of pleasure to see so many of you present at this, the second annual meeting of our association, and at the same time to welcome you to Toronto once again. We shall endeavor to make you feel at home during the two days of the convention and any further time you find yourself sojourning with us.

I feel that with so many hard-headed, practical business men giving their active support to the welfare of the organization, we have a bright future before us. Association work tends to broaden our views, and by rubbing shoulders with one another, to provide us with new ideas, new thoughts with which otherwise we would not be favored. Each one of us is eager to make his business a success, and we can obtain business building ideas in few better ways than through such conferences as this.

Probably you may think we have not accomplished much since our last convention, but when you analyze the conditions under which we have been working you will readily see the reason. We have had no organizer and no one who could give his undivided attention to the work of looking after legislation and of getting after new members. However, now that at the last meeting of the executive in Hamilton the recommendation



D. W. CLARK, Toronto,

Past President of the Association. He was the first President, and held the position two years.

was made that an organizer be appointed at this convention, I anticipate greater progress in the year before us.

Wants Half Holiday Year Round.

I have been firmly convinced for a long time that we should endeavor to raise the grocery business to a higher plane—one befitting the nature of our life's calling. It has been too long associated with "drudgery" in the minds of some. To this end I would urge that some effort be made to pass legislation whereby we can have a weekly half holiday during the entire year.

I have hoped for a long time that we would accomplish our task of having the Weights and Measures Act amended in accordance with our proposals. From what I learn from our secretary, who visited Ottawa recently, we stand an excellent chance to see this injustice, which we have allowed to exist so long, removed from the statute books of the Dominion.

Word Pure in the Invoice.

The existing Pure Food laws as set forth in the Adulteration Act should be given our serious attention. It is not fair that the unsuspecting merchant should have to bear the brunt of an infraction of the law and the stigma of a fine, when the manufacturer is to blame. I would suggest that this convention urge the amending of the law so that the retailer would not be held liable when the word "pure" is found on the invoice of the wholesaler or manufacturer. As it is now, we either have to get a warranty from the manufacturer that the goods are pure, or to see that the warranty be placed on the label of the manufacturer. This places the entire onus on the retailer, which is wholly unfair and unreasonable.

The word "pure" on the invoice should be sufficient, in my estimation, to absolve the retailer from all chance of being fined in case the goods are found to be below the standard.

Not long ago in one of our police courts grocers were fined $19 each for selling apricots, prunes and figs alleged to have contained substances not in accordance with the law. In one case, it was shown that the goods had been kept for three months in Ottawa before being analyzed. There should be some protection for the retailer in such matters, and I would recommend that this association make application to the proper parties to endeavor to have only goods that are sold in sealed packages with the manufacturer's name on them subject to the Pure Food regulations.

I am strongly in favor of having every grocery store in the Province doing business under a license. In this way the wholesaler and the manufacturer would know who are and who are not legitimate grocers and would therefore know to whom to sell and to whom not to sell.

Opposes Fake Advertising.

This convention, too, should take a firm stand in favor of the present agitation against fake advertising. I notice that the ad. clubs of Canada and the United States are pressing forward a vigorous campaign in this regard and as it is to the interests of every honest grocer to have dishonest advertising eliminated; I think our association should lend a hand. If false advertising were made a crime by a Government act, there would not be so much misrepresentation practised on the public by large and some other houses who cater to the bargain-hunting trade.

There is a matter in connection with the summer fruit trade about which I would like to make a suggestion for the serious consideration of the convention. As it is now, we purchase fruit in containers bearing only a number representing the shipper. It seems to me that the Government should insist on the shipper placing his name and address on all fruit shipped. This would give us an opportunity to get back at the proper parties should be fruit not be up to the standard.

Garnishee Amendment.

You are all acquainted with the efforts our executive have been making to secure a long-needed amendment to the Garnishee Law of the Province. A couple of weeks ago representatives from London, Brantford and Hamilton, together with the secretary and myself, visited the Parliament Buildings and made a

THE NEW OFFICERS.

President — W. J. Mellen, Brantford.

1st Vice-Pres.—J. A. McIntosh, Hamilton .

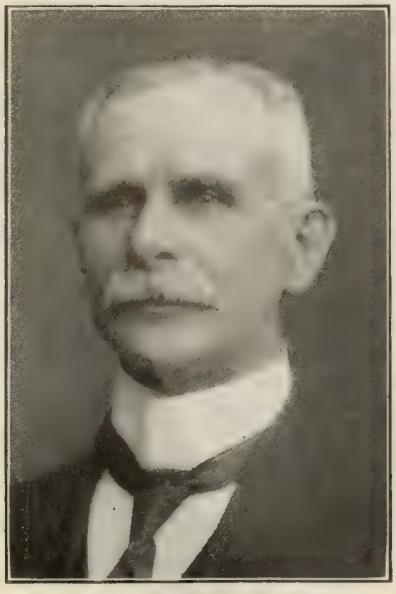
2nd Vice-Pres. — Adam Palmer, London.

3rd Vice-Pres.—E. K. Barnsdale, Stratford.

Secretary—W. C. Miller, Toronto.

Treasurer—Thos. Shaw, London.

Executive—E. F. Mason, Peterborough; Chas. McCausland, Paris; Alex. Phillips, Ottawa; Donald McLean, Toronto; Ed. Hazel, Hamilton; G. B. Drake, London; F. C. Harp, Brantford; W. J. McCullough, Stratford; J. D. Wisdom, Allandale.

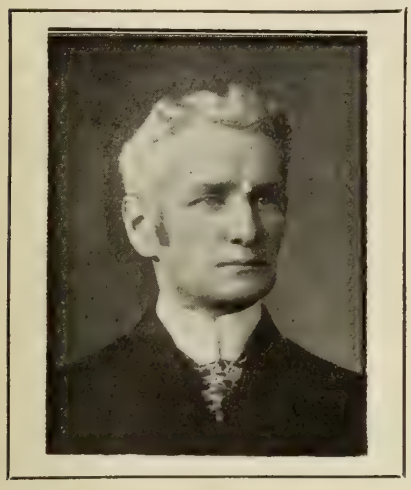


J. A. McINTOSH, Hamilton,
One of the leaders in the debates, who is now First Vice-President.

W. C. MILLER, Toronto,
Re-elected Secretary for the third year.

THOS. SHAW, London,
Elected for the third time to guard the exchequer.

strong appeal to the Attorney-General and other members for a change. We were given good encouragement. It was suggested that we accede to an amendment to the present law which would permit of a man's wages being garnisheed



E. F. MASON, Peterborough,
Member of the Executive.

up to 50% of the debt against him. We consented to this. The bill was drawn up and received its first reading on Thursday last. This may be further changed to read that 50% of a debt can be collected up to twelve dollars and a half by garnishee. If this goes through it will be a welcome change, and we anticipate that before this convention close, the bill in one form or another will have become law.

There are many questions and problems of the trade to be discussed here to-day and to-morrow. I trust you will feel free to make known your opinions briefly and concisely and with decorum on the matters that arise from time to time. But I would strongly urge that you do not let your enthusiasm terminate with the convention. The incoming president and executive want your support throughout the year to come, and it is only when they have that support that the best results in the common interests of the trade can be obtained.

D. W. CLARK,
President Ontario R.G.A.

Address of the Secretary.

The secretary's address was then submitted as follows:—

Mr. President and Gentlemen,—I have pleasure in submitting to you for consideration my second secretarial report of this association and in so doing will endeavor to give you some of the outstanding features of our year's work since our last annual meeting. Our association cannot boast of any marked increase in membership, largely due to the action of last year's convention in confining this work to local associations. It is nevertheless gratifying to learn that in almost all cases the different associations affiliated with us have made considerable increases in their membership since that time.

Last year's recommendation that an employment bureau be established in connection with the association has been conducive of good results as no sooner had this matter been given publicity than the secretary was in almost daily communication with merchants and clerks not only in Ontario and the West, but even from Great Britain. In almost every case the grocers have been well satisfied with the different clerks which they chose from the list of applicants furnished by the association. At the present time your secretary has a list of clerks seeking positions away ahead of the demand for their services, but as the season opens up expect to have renewed applications from merchants. No

G. B. DRAKE, London.
Member of the Executive.

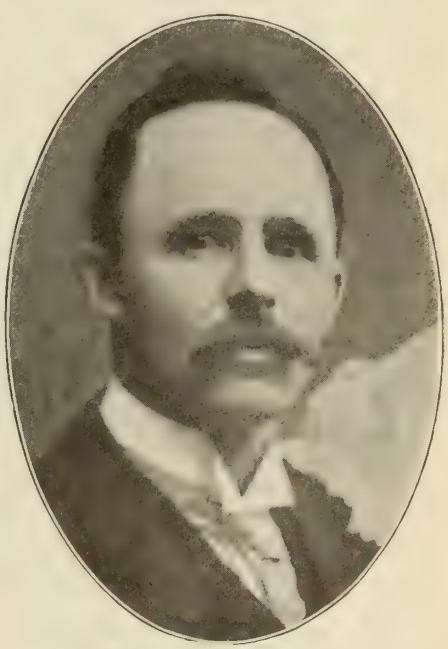
fees or other charges have been levied in connection with this work. Your secretary has on three different occasions been asked to try and dispose of country businesses, and after getting particulars, had same advertised, and the correspondence mailed to the different vendors. During the year it has been a pleasing feature to note the closer relation of the local associations by the holding of joint picnics and excursions and the free interchange of ideas, all of which are in the highest interests of the trade generally.

A regrettable feature and one which this association, together with the combined efforts of our local associations, have tried hard to suppress is the ever increasing number of complaints of wholesalers selling direct to the consumer. I would recommend that at this convention the association decide on some more effective policy to abolish this grievance.

Work on the Petitions.

Re the petitions: (1) Garnishment of Wages.—This matter, I regret, has not been followed up by our association solicitor in the manner in which our association expected; and not until we took the matter in our own hands have we had any marked degree of encouragement. Your secretary has been in constant touch with the department, and has at least received the assurance that this matter will receive prompt consideration. I have now placed the entire petition in the hands of J. R. Dargavel, M.P. for Leeds, who is championing the cause on our behalf. It is his intention to have a caucus with the Cabinet and lay before them our claims and while he expects a deal of strenuous opposition, he assures me that he has high hopes of his being able to bring an amended bill before the House, ere the termination of the present session. If any amendment is obtained regarding this measure I feel fully justified in saying that all credit for the same must accrue to the efforts put forth by this Ontario association. A deputation of this Ontario body waited on the Attorney-General two weeks ago and were given further assurances as stated above.

Re the Petition of Weights and Measures.—Your secretary has placed with the Minister of Inland Revenue at Ottawa a largely signed petition asking for the removal of the fee for inspection of



DONALD McLEAN, Toronto.
Member of the Executive.

weights and measures, and was granted a personal interview. The minister pointed out that such a largely signed

petition would indeed have some weight and the same procedure has been followed in this regard. I have communicated with the different members informing them that I have placed in the hands of the Minister of Inland Revenue a petition signed by so many merchants in his constituency and requesting that they take the matter up with the Minister and let us hear from them at the earliest possible date. Your secretary also presented him with letters of co-operation and endorsation from other provinces. If sufficient pressure is brought to bear, the Minister himself, can recommend to the Governor-in-Council the abolition of the fees. In the meantime our association will still continue in our efforts to obtain the desired legislation. When in Ottawa your secretary met the executive of the Ottawa association and has high hopes of having that association affiliated with us at this year's convention.

Pure Food Legislation.

An amendment to the Pure Food and Drugs Act is also important legislation which this association should take steps to procure at this session. Several cases will be cited at the convention where the retail grocer has been the victim under the present act. The correspondence of the year has been fairly heavy, largely due to the fact that we have had to take care of a great number of letters and inquiries in connection with the petitions, etc. Prompt and careful attention has been given to all letters and I desire to thank the secretaries and individual grocers most cordially for the spirit of courtesy and consideration which has characterized all their communications. The association and trade generally, owe a great deal to the trade journals who have given widespread publicity to our local and general deliberations and how frequently we get fresh inspirations and new ideas through their columns. They are always willing to give us a helping hand when in their power so to do, and I think I bespeak trade sentiment when I say their work is fully appreciated. The association lost a valuable and enthusiastic worker through the resignation of our first vice-president John Diprose, of London, who severed his connection with the retail business, to join the traveling staff of the Red Rose Tea Company. Mr. Diprose still continues to do good work for the association in his travels through the country, and the association will still continue to look upon Mr. Diprose as one of our own, and wish him every prosperity in his new sphere of work. His place has been filled by Mr. Mellen of Brantford, whose capabilities are well known to all members of this association.

In concluding my report I recall with pleasure the many kindnesses and courtesies extended to me during the year. It is true that a few trying and disappointing incidents have been experienced, but these are sometimes to be expected. It is, however, a great satisfaction to feel that in an endeavor to meet the requirements of my position I have had the most loyal support and co-operation from all quarters. I have tried to extend to the different associations and every member the best possible service, and feel amply repaid if I have given a reasonable degree of satisfaction.

I would indeed be remiss in my duty if I closed my report without a kindly reference to President D. W. Clark. He is indeed a most indefatigable association worker, and has done a great deal for the elevation of the grocery trade, and has always been willing to devote

J. D. WISDOM, Allandale.
Member of the Executive.

such time as he could to further the interests of this association. I have found him of great assistance in the amount of work that is entailed in the preparation for this convention; some fifteen hundred invitations having been sent broadcast through the provinces to the different merchants to attend this convention. To Mr. Clark as well as other executive officers of the Association who have so kindly assisted me in the performance of my duties, my thanks are due and extended.

Trusting that this session may be enjoyable to every representative and of lasting benefit to the trade generally.

W. C. Miller,
Secretary.

Treasurer's Report.

Treasurer Thos. Shaw, of London, reported a balance of $232.10, as against $114.10 a year ago. The total expenditures, apart from the conventions which have paid for themselves, is $164.00.

On motion of J. A. McIntosh and E. Jamieson, President Clark was authorized to appoint a committee to deal with the president's and secretary's reports. Mr. Clark named J. A. McIntosh, of Hamilton; Chas. McCausland, of Paris, and Alex. Phillips, of Ottawa.

The treasurer's report was adopted.

The Amalgamation Motion.

Under the notice of motion heading, E. Jamieson, of Hamilton, advised that he would introduce a motion for the amalgamation of the Ontario R.G.A. with the Retail Merchants' Association of Canada.

A communication, which arrived during the luncheon hour, was received from E. M. Trowern in regard to the proposed amalgamation suggesting a joint committee from each association to discuss financial matters, etc. It was moved by W. J. Mellen (Brantford) and E. Jamieson (Hamilton) that a committee be appointed. An amendment was moved by Thos. Shaw and J. T. May, of London, that the communication be laid on the table until the matter of amalgamation is discussed before considering the appointment of a joint committee. The amendment carried and the letter was laid on the table.

The meeting reverted back to resolutions, and Eric Jamieson (Hamilton) and D. H. Kerneghan (Peterborough) moved the following:—

"That whereas, it is absolutely essential if the retail grocery trade of Ontario is to be improved, and proper legislation secured that will safeguard our interests, that the entire retail grocery trade should work as a unit, and with one accord, throughout the Province and the Dominion, and; whereas, at the present time the retail grocers have two organizations in Ontario, the "Ontario Retail Grocers' Association," and the "Grocers' Section," of "The Retail Merchants' Association of Canada," and; whereas, both associations have the same object in view, but the latter has equipped offices, an excellent Credit Reporting System, qualified organizers, and a strong Dominion Charter, which was secured through a special Act of Parliament, and they have also Provincial Boards and properly equipped offices throughout the other Provinces, which will enable the retail grocers of Ontario to co-operate directly with all parts of the Dominion.

"We therefore in meeting assembled, believe that the retail grocery trade of Ontario will be better served and secure better results if this association becomes amalgamated with "The Retail Merchants' Association

of Canada," incorporated, and that this meeting authorize a committee of five of its members to complete such arrangements as will secure this end."

Duncan Bell (Ottawa) objected to the passing of the resolution. He believed that the grocers were in a better position now to elevate the standard of the trade.

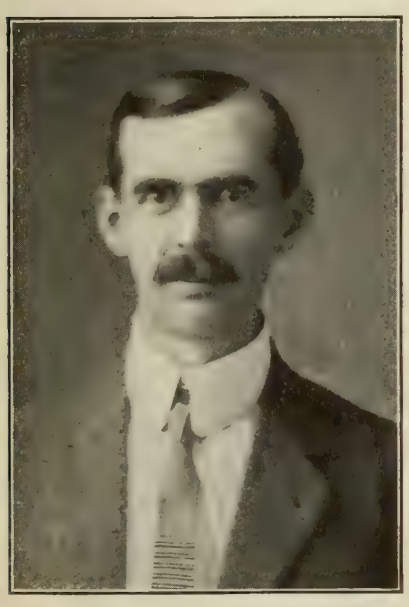
"We admit," he said, "that the R.M.A. has done one good work in getting the Trading Stamp legislation and in preventing the Co-operative Bill, but as an association we should stick to ourselves, and at the same time be friendly with them in matters of legislation."

Thos. Shaw (London) opposed the resolution, maintaining that the Retail Grocers' Association of Ontario was doing good work.

J. A. McIntosh maintained that the only thing to do was to appoint a committee to go into matter of finances before going further into the discussion. He moved that a committee be appointed to wait on a committee of the R.M.A. and look into the matter and report forthwith back to this body before anything definite is done. This was seconded by A. Phillips (Ottawa).

R.M.A. Representative Heard.

J. M. Cork (Toronto) suggested that some of the representatives of the other association be heard. He was opposed to the committee being appointed before hearing from the other body. E. F.



CHAS. McCAUSLAND, Paris,
Member of the Executive.

Mason (Peterborough) also advised fuller discussion. F. C. Higgins, treasurer of the Ontario R.M.A., and a Toronto grocer, was present, and addressed the convention. "The strong purpose of the R.M.A.," he said, "was the benefiting of the retail trade of Canada, and looked with optimism on the future. To do effective work we must have something stronger than a one-line association. We are retailers first and grocers afterwards. It has pained me in the past to see that the grocers were so strong in numbers and yet have not lent us the support desired.

"I feel that the groundwork of the R.M.A. affords a foundation sufficiently broad to include every retailer. The R.M.A. have accomplished for one thing the passing of the Trading Stamp Act. We scarcely know what that means, now that we have not the trading stamps to contend with.

"We have, too, stopped a Government bill from going through—the Co-operative Bill—which passed the House; but we got it defeated in the Senate.

"In recent legislation in Ontario we have prevented the retailers being included in the Workmen's Compensation Act.

"We have, too, been trying to get the Business Tax—a serious one to the retailer—repealed, but owing to unfortunate circumstances outside of our power this matter is still in abeyance. The association had done its best to have the weight of a bag of potatoes standardized. The weight should be uniform all over Canada, and preferably, as Mr. Bell stated, 75 lb."

Referring to the Bulk Sales Act, Mr. Higgins dealt with what had been done in preventing a similar Act as now in force in Western Canada from becoming law in Ontario. A bill is now being drafted relieving the retailer from the disagreeable terms, and making the security of the wholesaler and manufacturer adequate. He suggested serious consideration of the proposed amalgamation before acting one way or the other.

Mr. Higgins finally dealt with the obstacles that had beset the path of the association in the past, and referred to the present numerical and financial standing. He strongly urged that a committee be appointed to go fully into the financial statement and other conditions before deciding one way or the other.

Left to Incoming Executive.

W. J. Mellen (Brantford) was a believer in affiliation, but not of doing away with the local grocers' associations. He, however, criticized the past methods of the R.M.A. in the matter of looking after finances, and wanted to be assured that the future would be different. "This proposal," he maintained, "should nevertheless be seriously considered."

Other speakers on the point were M. Moyer, A. Phillips (Ottawa), and A. Palmer (London).

A. Palmer moved, seconded by G. H. Ellis (London), an amendment to the amendment that the matter be referred to the incoming executive to deal with.

Thos. Shaw recalled the Pure Food Show held some years ago in London, referred to by M. Moyer, criticizing its financial features. Neil Carmichael urged the serious consideration of the question, and asked that a vote be taken

ED. HAZEL, Hamilton,
Member of the Executive.

at once to determine whether the matter should be gone on with or not. He felt that the proper position is to become affiliated.

After further discussion, Mr. Palmer's motion that it be referred to the incoming executive was carried.

Grossly Unfair to Retailer.

Secretary W. C. Miller referred to injustices merchants were receiving in regard to the Pure Food Act, and asked Alex. Phillips (Ottawa) to recite a case in which he had been interested.

Mr. Phillips, after reciting a particular case, contended that the inspectors should take the samples from the wholesalers and manufacturers, and not the retailers.

The fine was $10 for analysis, $40 solicitor's fee, $2 court costs, and $10 fine, and while the wholesaler paid the costs, yet the retailer had to bear the brunt of the police court case.

"Even with the official warranty," he added, "we have to appear in court and bear the stigma of publication of the case."

W. C. Miller suggested that the association take the matter up with the foodstuff manufacturers and ask them to conform with the Government form of warranty.

Mr. Phillips, however, claimed that whether you have that warranty or not you have to appear in court.

(Continued on page 140.)

Great Expansion of MacLean Publishing Co.

A Brief Resume of the Growth of MacLean Publishing Co. During the Past Quarter of a Century—A Few Facts About the Greatest Organization of Its Kind in the World.

THE prosperity and growth of Canada have been evidenced in no more striking and convincing way than by the development of the MacLean Publishing Co. Starting in a small way with one publication, it has developed in twenty-five years into an organization of unequaled magnitude in the British Empire, with fourteen publications of national circulation.

As the present year gives every indication of being the starting point of an era of unprecedented expansion—and as this is a special expansion number—what more fitting than a brief story of the expansion of the MacLean Publishing Co., which, through its close connection with all branches of trade and industry, is perhaps the truest barometer of commercial conditions?

Merchants and business men generally will find it an interesting one, for the story of the growth of the MacLean organization is closely interwoven with the fascinating story of the growth of Canadian business interests.

Over a quarter of a century ago Colonel J. B. MacLean, having taken up journalism as a profession, and having completed five years' training on the leading Canadian and United States daily papers, saw that the tendency in newspapers as in the professions, as well as in manufacturing and business, was towards specializing, and he decided to specialize in journalism.

He planned to start a farmer's magazine, but as he had made himself an authority in Canada on financial and commercial topics, he was strongly advised to go into commercial journalism instead. Accordingly he began a weekly paper devoted exclusively to the news and progress of the grocery trade. This paper is to-day the well-known "Canadian Grocer."

Within a short space afterward he established other special publications—Hardware and Metal, Printer and Publisher, Dry Goods Review, Bookseller and Stationer, Plumber and Steamfitter, Canadian Machinery and Manufacturing News, Power House, Canadian Foundryman, Men's Wear Review, Canadian Millinery Review, Marine Engineer, Farmers' Magazine, The Financial Post of Canada, constituting the largest organization of its kind in the world owned by one man.

It will thus be seen that practically every branch of retail trade and many mechanical lines are represented in the papers published by this organization. The result is a connection that is unique. The MacLean Publishing Co. have sources of information on business matters that are exclusive in the sense of their scope. The influence wielded by the company through the many classes of readers reached is a wide and potent one. Further, the many interests merged in the organization make it possible to give the readers of each paper a better and more reliable service than would be possible if that paper stood alone.

The trade and technical papers are all leaders in their respective fields. Each has won recognition as the authority of the class to which it appeals. The word "MacLean" has become a guarantee of superiority.

Building up a Magazine.

But the activities of Col. MacLean did not stop with the publication of the papers already mentioned. He found a demand among his readers, who were made up almost entirely of financiers, manufacturers, merchants, and other business and professional men, for a publication dealing with subjects of special interest to them.

Deciding to meet the want, he looked about and found a little business magazine, which had already become well established, and bought it. It appeared a month later under a new name, The Busy Man's Magazine, enlarged to four times its former size. The growth of the magazine was very rapid, and after several years the need for a new name was felt. It was changed to MacLean's Magazine, and now occupies the unquestioned leadership of the Canadian field. Not only has the circulation increased to a figure hitherto undreamed of by Canadian publishers, but advertisers have recognized the value of the medium to them in a most marked way. For the past year MacLean's Magazine has been among the three leading magazines of the world in point of advertising carried. Recently it took the lead—and will maintain it.

The MacLean Publishing Co. have permanent offices in Montreal, Winnipeg, Vancouver, New York, Boston, Chicago, London, England, and other capitals of Europe. Agents are established in all cities and towns of Canada. Advertising, circulation and editorial representatives are found everywhere. In fact, the organization covers Canada with a thoroughness that could hardly be improved

A view of the present buildings occupied by The MacLean Publishing Co. The new editorial and office building shown on the opposite page will be ready for occupation in about a month's time. The above will then be used exclusively by the mechanical department.

upon. There are few concerns in Canada with a pay-roll as extensive.

The New Building.

Four years ago the building occupied by the company on Front Street East was found too small and a new building was erected on University Avenue. This building was large and modern in every respect. It is probable that at the time the move was made it was thought that the increased space provided would be sufficient to accommodate the business for a number of years at least. Now, after the expiration of but three years, the building is hopelessly inadequate to provide the necessary accommodation for an organization progressing with giant strides. A new building adjoining the present one is in course of erection, and will be ready for occupation in May. It will be five-storeys in height, planned and laid out on the most approved plans of up-to-the-minute architecture, and will more than double the floor space. It is intended to give over the present building entirely to the mechanical department, and to use the new one for editorial and business offices.

The expansion of the company has been so remarkable in the past and the present is showing such unmistakable evidences of continued growth, that the future is looked forward to with a height of optimism which borders on certainty.

That the continued growth of the country will mean a corresponding advance in the MacLean papers, which are all, without exception, national in their scope, is evident. As wonderful things are anticipated of Canada during the next ten years, equally remarkable growth can be written ahead for the MacLean Publishing Co.

Canadian Grocer Expansion.

A word about Canadian Grocer. As has been seen from the foregoing, Canadian Grocer was the first paper Col. MacLean established, back in 1886. The paper was first issued as a monthly in October 1886; but as monthly markets were of little use to the trade it was decided with the first of the year to change to a weekly. Since Jan 1, 1887, it has appeared every week. The writer has just returned from an inspection of the old files, which have been carefully stored away in the basement. The long row, beginning with the thin file of the year 1887 and extending up to 1913, when two broad-backed bound volumes were required, bear silent testimony to the expansion which Canadian Grocer has enjoyed with so many of the trade during the past quarter century and more.

The first issue of 1886 contained but 16 pages, with an ordinary paper cover. Back in the early nineties it began to expand, and while it was recognized at that time to be a trade newspaper of high merit, the future brought with it wonderful strides. The paper, as readers know it to-day, stands in a class by itself in the grocery field. Issued as it is every week, it presents the news of the trade when it is news; it gives the market quotations and trend of the markets that assist so many in their buying, and last, but not least, it presents the selling—the business building—methods of readers for the benefit of others.

Subscribers Who Stick.

One of the most encouraging features of the work of issuing Canadian Grocer during the past twenty-eight years has been the fact that so many prominent retailers throughout Canada have been subscribers ever since the first issue; and that as time went on so many of their fellow-dealers began reading the paper, and have continued to renew it from year to year.

As the paper gradually extended its service, the staff was, of course, increased, until now a corps of aggressive men all over the country are giving their best endeavors to its welfare. And because Canadian Grocer is connected with the largest and most important trade paper organization in the world, it is giving a service not only unequaled, but unrivaled in the world.

There are many advertisers in Canadian Grocer to-day who were with us 25 and 26 years ago—another strong evidence of its growing efficiency through all those years. So that, along with so many in the trade, Canadian Grocer can look back with a modest pride, and view the expansion with which time has favored it, and with you it enters upon a future still more bright and encouraging.

Front view of the almost completed new editorial and business office building being erected by the MacLean Publishing Co. This marks the beginning of a new era in the expansion of this firm.

ONTARIO GROCERS DISCUSS R.M.A. AMALGAMATION.

(Continued from page 137.)

"I think that in such a case the retailer should not have to appear in court at all," he emphatically declared.

J. A. McIntosh (Hamilton) has evidently studied horticulture more than the average man. He gave this enlightening information: "In fruits there are what are called male and female, and I do not think the female fig should be put up in bags at all. It is in these that the worms form."

As the matter was referred to in the president's address, it was left for the committee to report on.

WEDNESDAY MORNING SESSION.

L. Joslyn Rogers, instructor in chemistry in the University of Toronto, gave some practical advice on the question of adulteration of foods and the liability of the retailer.

"While I am neither a grocer or a lawyer," he said, "I can probably discuss the matter of the adulteration of foods as I have found it by experience."

At the outset, Mr. Rogers read from the Adulteration Act the clauses dealing with the definition of adulteration of foods. In explaining these clauses, Mr. Rogers took up particular articles. "Honey, for instance," he said, "is entirely the work of the bee and must be the product from the nectar of flowers. When you buy pure honey and allow it to lie on your shelf it becomes crystallized. It is a common practice of some makers to add glucose (invert sugar) so that the honey remains clear. But such honey will be deemed adulterated. You are really, in such a case, selling glucose and not honey. Feeding bees with sugar, glucose, etc., for the purpose of making honey is also a contravention of the Act."

Interesting statements were made by the speaker regarding maple syrup. "It is known," he declared, "that the sugar found in the maple is identical with cane sugar and that the purer it is made the nearer it comes to cane sugar: we have found that it is the dirt, leaves, bark, etc., in it, that gives it the flavor we like. For one thing, it must not contain more than 35% of water.

Adulterants in Spices.

"In regard to spices, ground ginger for instance, is adulterated with flour, bran, and extracted ginger. The residue from pure ginger is often mixed with the raw ground ginger and sold as ginger, yet it is almost worthless.

"The true flavor of the ground clove comes from the bud. Flour and exhausted cloves mixed with the ground bud is sometimes used and this must be considered an adulterant.

"Pepper is another spice that has been much adulterated. Pepper hulls from the white pepper and flour and bran are used for mixing with lower grade materials and sold as pepper. This is also an adulteration.

"In extracts, there is considerable interest manifested by manufacturers. The standard for true vanilla to-day is ½ lb. vanilla beans to the gallon of extract. If the vanilla is fortified with what is known as synthetic vanilin, it is adulterated. It takes, too, less alcohol for the compound and is synthetic vanilin is sold it must be called a mixture on the label.

"I'm not saying," added Mr. Rogers, "that vanilin extract is not good. Some prefer it, but others do not; nevertheless, the synthetic article must be labeled.

A Fad of the Public.

"Re the bleaching of canned goods: For some reason or other people like materials of clear color. This causes some manufacturers to use bleachers. Sulphur dioxide is used in canned corn, because public like a white article, but the corn will keep just as good without it. This, too, may eat into the can and sometimes this shows as a poison in the analysis of the contents. Salicylic acid and benzoate of soda are often used. The United States have, however, prohibited almost every sort of preservative, except the common sugar, salt, etc. While a little may not hurt anyone, yet the privilege is often abused.

"With evaporated fruit, which is exposed in the grocer's window, it is not difficult for flies, hair or dirt to get on and in it. That is the grocer's fault. Frequently, however, on opening a box, he may find dirt, buds and other foreign matter. That is clearly not his fault, yet the grocer has to bear the brunt. That is something that will, as time goes on, rectify itself.

"On account of shortage of lard, other materials have had to be used. Cottonseed oil is one of the articles which is frequently used. This is a good article. But when a man makes a shortening material out of beef fat and cottonseed oil, it must be so labeled.

"Cream of tartar is valued for its acid properties in liberating gas in baking soda to make baking powder. It was a temptation to use some other cheaper material. Cream of tartar has been mixed with starch and alum and yet the same acid value has been secured as pure cream of tartar. But this is not considered pure and is not allowed.

Buy From Reliable Firms.

"It is important, therefore, to purchase from the most reliable manufacturers, and when a salesman offers you goods at a cheap price, see that you get a guarantee that the goods are pure." Mr. Rogers then read from the Act the clauses covering the warranty giving the retailer an opportunity to get after the manufacturer.

Not Fair to Retailer.

A. Phillips (Ottawa) asked why it was that the grocer had to bear the brunt of a police court case even when he has the warranty. "Why shouldn't the inspector, when the retailer presents the warranty, go to the wholesaler or manufacturer and bring the case against him?" he asked.

Mr. Rogers recognized the injustice of the matter, but pointed out that he had nothing to do with the making of the law. He believed that figs, apricots, etc., which contain worms or other foreign matters should be stopped at the border and prohibited altogether from entering the country.

Duncan Bell (Ottawa), in moving a vote of thanks to Mr. Rogers, suggested that every retailer get his name on the mailing list for the bulletins sent out from the Inland Revenue department. It was seconded by A. Palmer (London), and carried enthusiastically.

The Garnishee Amendment.

In reporting for the executive, Secretary Miller, who had shown the amended Garnishee Bill to the solicitor since Tuesday's session, said the solicitor considered the association should be congratulated if the bill went through as drafted. In the second clause he did not consider the words "in the opinion of the judge" detrimental. This was only in cases where families were entirely destitute.

On motion of A. Palmer and J. A. McIntosh, the report was adopted.

The amendment is as follows:—

Bill.—An Act to Amend the Wages Act.

His Majesty, by and with the advice and consent of the Legislative Assembly of the Province of Ontario, enacts as follows:—

1.—Section 7 of the Wages Act is repealed and the following substituted therefor:—

7.—(1) Every debt due or accruing due to a mechanic, workman, laborer, servant, clerk or employee for or in respect of his wages, shall be exempt from seizure or attachment to the extent of one-half of the amount so due or accruing due.

(2) Nothing in this section shall apply to any case where the debt in respect of which such seizure or attachment is sought has been contracted for board or lodging, and in the opinion of the judge before whom the matter is brought the exemption is not necessary for the sup-

port and maintenance of the debtor's family, or where the debtor is an unmarried person having no family depending upon him for support.

Discussion on President's Address.

The president's address was then, on the advice of the committee appointed the preceding day, taken up clause by clause.

In regard to Mr. Clark's suggestion that a weekly half holiday be secured the year round, the committee advised that each local association deal with the matter itself.

Re Pure Food Law suggestion:—J. A. McIntosh moved, seconded by A. Palmer, that this clause be referred to the executive to deal with, and that they get into communication with the foodstuff manufacturers to consider the matter. Carried.

Re licensing grocers, suggested by the president: J. A. McIntosh considered this a proper step. If we are under license we can accomplish more. In Hamilton there is a by-law saying that I shall do business a certain number of hours, but I do not think this would hold if tested. I think that a license would cover this.

A. Phillips (Ottawa) suggested that such a license would under the British North American Act curtail "trade and commerce," and in his opinion it would be difficult to get such a law passed.

Beverly McDonald (Picton) pointed out that in Valleyfield last year all the stores were licensed.

On motion of Thos. Shaw and W. J. Mellen, no action was taken.

Re Fake Advertising: "We should take a vigorous stand against fake advertising," stated W. J. Mellen. "There is scarcely a newspaper in the land that doesn't carry some such advertising." On motion of Mr. Mellen and Mr. McIntosh, the matter was left in the hands of the executive to help the ad. clubs.

Re Name on Fruit Containers: "The Dominion Government are the biggest sinners in the matter. There are hundreds of baskets from the Experimental Farm at Ottawa put on the market without even a stamp," remarked Duncan Bell.

E. K. Barnsdale (Stratford): "Besides putting the name on these baskets, the date of packing should be put on all perishable goods. There is too much overripe shipping done."

Mr. McIntosh considered the matter of placing the name of the container one that should be gone after, and on motion of D. Bell and A. Phillips, it was left in the hands of the executive to deal with.

On motion of Mr. McIntosh and Mr. Shaw, a vote of thanks was tendered President Clark for the suggestions offered.

The secretary's report was, on motion of J. A. McIntosh and Chas. McCausland, adopted, and a vote of thanks tendered him, also a honorarium of $100 voted to him.

Not a Member.

After the recess, someone asked if D. H. Kerneghan, who had seconded the resolution on Tuesday for amalgamation, was a member of the Ontario R.G.A. It was found out that he was not, so the new president, W. J. Mellen, had to declare the motion null and void. Mr. Jamieson stated that he was unaware that Mr. Kerneghan was not a member. He moved again, seconded by D. A. Hill, (Waterford), that the executive take up the matter of amalgamation with the executive of the Retail Merchants' Association to discuss the question.

However, Mr. Jamieson was asked to submit the same motion when no doubt he could get a seconder, and the matter could be placed as before. He did so and Mr. Hill seconded it. His motion was changed to read "the executive" instead of five members as stated in the last clause.

THE QUESTION BOX.

W. C. Miller opened the Question Box. The first question was as follows:

> On October 1st last, I returned to the ——— ——— three empty vinegar barrels.
>
> In Dec. I wrote them, asking that a cheque be sent me for the amount I had been charged for them when received full of vinegar, $7.50.
>
> They wrote me as follows: "We do not send cheques for returned empties, these are kept and re-filled for customers. The barrels are yours and we give you credit for the same, $7.50."
>
> They now have the barrels and my money and I would like to know what the general experience of the retail grocery trade is in this respect, and if they consider this a proper stand on the part of the manufacturer.

Pres. Clark considered that the inquirer could get back the price of the barrels in court. Thos. Shaw advised the man to get another shipment of vinegar or sell the barrels to somebody else. Duncan Bell thought he was entitled to his money if he didn't want to buy any more vinegar. J. A. McIntosh had experience with the same company. He decided that he didn't want any more vinegar so the traveler asked him to return the barrels and he would get his money.

The voice of the meeting was to the effect that this dealer should have received his money.

> "What concession have the wholesale trade made in regard to selling direct to the consumer, and who are the chief offenders?"

As no names of wholesalers were mentioned, this was passed along.

> "How many varieties of cheese are produced for sale from our own Canadian factories?"

Neil Carmichael advised the inquirer to write the Dairyman's Association.

Wholesalers Heard.

Thos. Kinnear and F. W. Humphrey, Toronto, wholesale grocers, were present and were asked to address the convention. The former referred to the differences that kept the two associations apart. "It is a great mistake," he said, "to have a house divided against itself. When there are two organizations efficient work cannot be accomplished.

"The closer the wholesale and retail trade get together the better," he also maintained. "Where there is jealousy, these jealousies grow into estrangement; but when we get together we find things are not as bad as they looked."

Dealing with profits the speaker said: —"If you grocers could devise ways and means to make a better profit it would work wonders for the retail trade. Overhead expenses are going up and yet profits are not advancing in proportion to these expenses. You certainly have the power to secure better profits. There are always a few people drifting around looking for bargains, but the majority will be willing to pay you what you require. No other man should study economics more than the fellow in the grocery business. I believe in the man buying short every time. I have always done that and if you buy economically and short it will be money in your pocket."

F. W. Humphrey also addressed the grocers, thanking them for the invitation to be present.

D. W. Clark, seconded by D. Bell, (Ottawa), moved a vote of thanks to the wholesalers.

The Best News Yet.

Applause greeted the statement of Adam Palmer (London), who at this juncture announced that he had just come from the Parliament Buildings after hearing the Garnishee amendment given its second reading. He also was given good assurance that the bill would pass finally.

"That's the best news we've had since we came to Toronto," remarked President-elect Mellen.

J. A. McIntosh and Thos Shaw, after considerable discussion, moved that the question of organization be referred to the executive committee. This was carried.

Neil Carmichael and W. J. Parks were appointed auditors.

(Continued on page 143.)

Commission on Internal Trade Advised

By H. C. Beckett

A strong plea for legislation in the advancement of the mercantile interests, backed by arguments to show that little has been done by the Governments to advance the internal trade of the country, was made by H. C. Beckett, of W. H. Gillard & Co., Hamilton, at the Tuesday night session of the Ontario Grocers' Convention. Mr. Beckett urged upon the members of the Association the necessity for organization to advance the interests of their business and advocated that influence be brought to bear at Ottawa for the appointment of a commissioner of internal trade and commerce; he intimated that the Minister of Trade and Commerce had shown interest in the suggestion and that the present would be a timely opportunity to act.

After referring to the necessity for organization of the mercantile interests and for higher education in commercial economics, Mr. Beckett took up the need for legislation to keep pace with what has been done by Parliament for other interests. He said:

"In the past fifteen years, with the exception of the Secret Commissions Act, there has been no legislation of any kind advancing mercantile interests. Have you any reason to believe and feel now that the mercantile interests of this country are being properly safeguarded and intelligently investigated?

"A scientific study of the trade and commerce conditions of this country is of the very first importance, and as much a necessity as the special consideration given by the Government to agricultural interests and the recognition of trade unions.

"Trade is interdependent, and if merchants and manufacturers are up against unfair conditions it reacts upon the employee, the farmer and all classes of the community. Now, we cannot expect members of parliament to study trade conditions. The task would be impossible, and besides that, the average Member of Parliament is not free from party influence. A majority of them do very little independent thinking, they simply vote for the party. What little attention has been given to the business man in the past has been to view him with suspicion. Manufacturers are accused of combining, wholesalers of conspiring, and retailers are represented as trade pirates. The consumer is told and led to believe he is being robbed. With few exceptions—(and more power to the honest journalist)—no effort is made to print truthful articles. Sensation calculated to disturb the mind and create unrest among the unthinking masses is what we generally find.

"The business man's interests have been sadly neglected by our legislators and if we are ever to expect proper recognition it must be through united effort.

"You must know that some members of parliament and even Cabinet Ministers have held absolutely absurd views about the operations of trade. You must know that some members of parliament are on record as advocates of measures calculated to do much havoc to the commercial needs of the country.

"Is it not a fact that legislation is frequently introduced and some times becomes law that is positively hurtful to legitimate business?

Irresponsibility of Party Press.

"The press and other interests under present conditions wield a much greater influence with the politician than the business man. Members of parliament are easily led astray by the false or ignorant statements of an irresponsible party press, and consequently the business man has to contend with a serious menace.

"Newspapers are almost invariably actuated by party bias and frequently display a woeful lack of knowledge on matters concerning trade, but express themselves with such positive assurance as to the correctness of their views that conviction is carried to the minds of those who forget there are two sides to most questions. The trade is indebted to the few editors who are broad and independent enough to realize the danger and unfairness of roundly abusing fair-minded business men in their desire to develop the trade of the country on sound commercial lines.

"The very same men who congratulate the management of banks and financial institutions upon the successful results of the year's operations condemn and ridicule the idea of merchants and manufacturers putting their business on a reasonable profit-paying basis. With such opposition it looks very much as if our legislators have been of the opinion that it would be unwise, or, to be more correct, it would be unpopular to consider any measure having for its object the betterment of the business conditions of those engaged in the operations of trade throughout the country.

"What business system have we in force at present for getting at the truth in matters concerning our commercial needs? None that you know of. Is not the internal trade and commerce of this country of sufficient importance to warrant intelligent legislation? Now, we cannot expect members of parliament to attach importance to matters that to them seem unimportant. It is true they are there to represent us, but our needs are not apparently made known to them.

"Perhaps they don't know that representations have been made to cabinet ministers suggesting the appointment of a commission of internal trade and commerce. Such, however, is the case, but apparently our representatives have heard nothing of it. The suggestions up to date have apparently been treated as a joke. No machinery is at present available to consider the views of the business men and afterwards advise the Government, and consequently we drift along year after year totally ignored. The need of mutual effort must be clear because as individuals no matter how reasonable our views may be we have but little influence. Organized effort, experience teaches us, is power. Thus, the way to power is united action.

"As business men we have neglected our interests. We have been too much inclined to let matters drift. The changed conditions of trade have not been fully realized by business men generally, let alone by our legislators, and to some it may not yet be clear that there is necessity for intelligent, keen interest and united action.

"If we have just reasons for uniting, let us do something that will bring practical results. Let us advocate something along practical lines.

Trade Commission the Solution.

"Our first duty is to get at the true state of commercial conditions. To do this we should interest bright, up-to-date members of Parliament to advocate the appointment of a commission of internal trade and commerce, the tribunal to be absolutely removed from and free from political influence and to be composed of men of exceptional qualifications, representing the different branches of interests, such as a consumer, retailer, wholesaler, manufacturer, and farmer.

"A trade commission is the only remedy to the discreditable, unfair, and unsatisfactory treatment of the business man. With such a commission the Government would have a reliable source of information on trade matters.

"A permanent commission would be the business man's protection against

waste and wrong, consequent upon senseless and unfair competition. Each branch of the community would have proper recognition. Such a tribunal would investigate trade conditions and business men would have an oportunity to be heard and the business interests of the country would be less likely to suffer or be sacrificed for political or private ends.

"The public would learn, for one thing, that groceries are much cheaper than they were ten, or fifteen or twenty years ago.

"Members of Parliament have not the opportunity, as a rule, for practical business experience; their judgment in such matters is usually more theoretical than practical. Practical experience in business frequently upsets theory.

"That there are many dishonest practices in business an investigation will prove. The appointment of a commission of internal trade and commerce would result in the establishment of a commercial code that would not only protect honorable business men but would have a beneficial, educational and good moral influence on the thought and conduct of the younger generation now growing up, and who will soon be taking part in the commercial future of our nation. We should think of this. Every honest, right-minded man should think of this and endeavor to bring up the youth of the country in a good moral commercial atmosphere, something that is sadly needed nowadays.

"Do not let our commercial internal affairs drift along in the expectation that by some mysterious method our needs will be provided for.

Practical Effort Needed.

"Let us be practical and realize that it is only through our own efforts we can hope to receive proper recognition. You have heard men say it is impossible to conduct business profitably and do it honestly. Why do men say that? Why do they think so? Because they believe it is a hopeless task trying to raise the standard of ethics in business. I do not believe it is hopeless. I have faith in the belief that we can succeed in a just cause. I believe in keeping at it in spite of half-hearted assistance and malicious misrepresentation, because no fair or reasonable argument can be advanced why our commercial interests must continue to be treated so lightly or indifferently.

"We take it that good government should protect the rights of its citizens in all branches of trade and not cater to classes. If trade conditions are bad and merchants and manufacturers are suffering by reason of dishonest practices, unfair and senseless competition, all classes of the community suffer.

"Trade being artificial, the success of the working man, the artisan, the merchant, the farmer, the manufacturer, is interdependent. If our manufacturing and mercantile interests suffer, the result is far reaching enough to affect all classes of the community. It must be clear, therefore, that with a proper solution and understanding there should be no antagonism between capital and labor if the interests of all are safeguarded by a government tribunal free from politics. The present department of trade and commerce is apparently a department for gathering statistics of imports and exports, and looking after foreign trade, very useful in its way, but the internal trade of the country is of far greater importance and practically no attention as yet is given to it.

"We are in sore need of government methods along modern progressive lines, and it would be interesting to know the cause of delay in giving it to us.

U.S. to Get Commission.

"At the present time a bill is before the United States Government at Washington, having for its object the appointing of a trade commission and with few exceptions it is much favored by the business community.

"The business man comes in contact with trade conditions in a practical way and therefore there should be some practical recognized machinery by which the business man could make known to the government the real and actual conditions of trade. We could then look for the adoption of methods that would be of real benefit to the trade of this country. One of the first moves should be the recognition by the commission of all trade associations.

"These collective thinking machines easy to get at would be available to the commission in supplying data and information concerning the problems which from time to time arise in the changed conditions of trade and be a means of keeping in touch with the business conditions of the country. The commission should take immediate steps to complete a list of all trade organizations or associations and the names of their officers; the same as the Department of Labor does in connection with trade unions. The commission could also get in touch with boards of trade and their accredited representatives throughout Canada. Such a plan is not unreasonable or difficult to carry out."

Mr. Beckett concluded with an appeal for co-operative effort to put the mercantile interests of the country in a proper light before the people and for closer relations between the wholesaler and the retailr.

The address was received with favor by the delegates present and at its conclusion a hearty vote of thanks was moved by Neil Carmichael, (Toronto), and seconded by J. A. McIntosh, (Hamilton).

ONTARIO GROCERS DISCUSS R. M. A. AMALGAMATION.

(Continued from page 141.)

Moved by W. J. Parks (Toronto), seconded by E. K. Barnsdale, that after the executive committee from this asociation meet the committee from the Retail Merchants' Association; and after deciding on the terms of amalgamation, if favorable, that a copy of these terms be sent to each member requesting a vote by letter as to whether he is in favor of the terms and amalgamation or otherwise.—Carried.

Next year's convention will be held in Toronto again. Other cities considered were London, Peterborough and Brantford.

A few minutes later the second annual convention of the Retail Grocers' Association was brought to a close.

The Delegates Registered.

Following is the list of registered delegates at the convention:

Ayr.—Samuel W. Gillespie.

Brantford.—F. C. Harp, W. J. Mellen.

Berlin.—C. B. Dunke, Oscar Boehmer, Mari Boehmer.

Carleton Place.—H. R. and Mrs. Bowland.

Campbellford.—A. Hammond.

Colborne.—J. A. Lemon.

Coldwater.—Nicholson Bros.

Hamilton.—Ed. Hazell, J. A. McIntosh, E. C. Jamieson.

Huntsville.—J. R. Boyd.

Lindsay.—T. A. Fisher.

London.—J. W. Eedy, R. H. Harvey, J. T. May, A. W. Palmer, G. B. Drake, J. A. McFarlane, Thos Shaw, J. B. Heritage, G. H. Ellis. G. E. Ecclestone, Cyril Hayes.

Milton.—D. A. Hewgill.

Moorefield.—Geo. Rahn.

Ottawa.—Duncan Bell, Alex. Phillips, T. W. Collins.

Paris, Chas. McCausland.

Peterborough.—E. F. Mason, D. H. Kerneghan.

Picton.—B. McDonald.

Sequin Falls.—Percy J. Vigrass.

Stratford.—E. K. Barnsdale.

Toronto.—Neil Carmichael, J. Milton Cork, S. Bone, F. C. Higgins, D. McLean, H. G. Macdonald, F. C. Thorne, R. A. Dutton, W. C. Miller, Chas. Parsons, Elmer M. Woolcock, Harvey T. Davidson, J Davison, B. T. Huston, R. J. Comar, W. J. Parks, Bailey Snow, A. C. Scully, P. Sigsworth, Haffey & Co., F. W. Humphrey.

Waterford.—D. A. Hill.

Woodstock.—J. M. Scott.

Lower Prices on Rice Now in Effect

Second Decline Brings Prices Even Lower Than Was Expected —Rangoon Grades Only Affected—Lines of Prunes Broken— Brazil Nuts Easier—Tea Continues Firm.

MARKETS IN BRIEF

QUEBEC MARKETS.

PRODUCE AND PROVISIONS—
- Lard easy. Shading of prices taking place.
- Butter also easier. New make quoted lower.
- Eggs still being received in large quantities.
- New make of cheese has had a weakening effect.
- Honey still weak. Poultry continues strong.

FLOUR AND CEREALS—
- Flour market much easier. Business quiet.
- Cereals only seasonable.
- Mill feeds continue strong. Weaker market looked for.

FISH AND OYSTERS—
- Malpeque shell oysters becoming scarce.
- Lobsters decline 2c.
- Fresh fish being received and sold easily.

FRUIT AND VEGETABLES—
- Grapefruit advances 25c.
- Extra fancy lemons and Mexican oranges drop 25c.
- Easier prices for Easter business in vegetables.
- Quite a number of price changes have taken place.

GENERAL GROCERIES—
- Rice declined again, Rangoon qualities only.
- Caustic soda had advanced 35c per 100-lb. keg, and 40c for 50-lb. keg.
- Scaled herrings advance 1c.

ONTARIO MARKETS.

GENERAL GROCERIES—
- Rice records second decline. Lower prices in effect on 15th instant.
- Sugar remains stationary.
- Good demand for raisins.
- Brazil nuts easier.

FLOUR AND CEREALS—
- Flour trade goes pretty much where mill feeds can be obtained.
- Winter wheat crop said to be doing well.
- Cereals quiet and steady.

FISH AND OYSTERS—
- Post holiday slackness noticeable in markets.
- Oysters about done.
- Lobsters a little easier at 40c.
- Some fresh whitefish expected.

PRODUCE AND PROVISIONS—
- Better business in cured meats expected.
- Butter easy.
- Eggs steady at the moment.
- Small quantities of fodder cheese coming forward do not affect market.

FRUIT AND VEGETABLES—
- Green beans $7.50 per hamper.
- Egyptian onions $5 to $5.25 per bag.
- Grapefruit firm.
- Pineapples easier.
- Hamper radishes and onions at $2.50 to $2.75.

QUEBEC MARKETS.

Montreal, April 14.—The market this week has been more or less quiet, although there has been the usual seasonable business passing. The first couple of weeks following the Lenten season is usually dull from the wholesaler's viewpoint, as the retailers throughout the country are quite content to reduce their stocks as much as possible in that time. The Lenten buying was very heavy, and it is the opinion of a good many in this district that stocks held by the retail trade at present are about normal, and that buying will again pick up after the wants of the retail trade are known to them.

Collections can only be considered fair, and that is far from being satisfactory. The people throughout the country at the present time seem to be holding back as much as possible. This fact not only holds the retail trade up, but also reflects right back to the producer. However, so far as this district is concerned, it is thought that there will be quite an improvement within the next month or so, as the majority of unemployed will then have lots of work and accounts will be paid much quicker. All the work desired will be ready on the opening of navigation, which is expected to take place about the end of the present month.

SUGAR.—The market continues weak, and it is certainly a puzzling one from the waiter's point of view. A great number of the jobbing trade are of the opinion that there will be cheaper sugar. Refiners claim that they are unable to forecast any change any time ahead, as there might be a move in either direction, and they would not know of the change until five or ten minutes before it took place. They are of the opinion that dearer sugar is not likely in the very near future, and if they go this far it is left to the good judgment of the trade to buy as they see fit. If the present quotations are going to hold for a couple of weeks it would be wise to buy small and often and await developments. It was hinted not long ago that there was going to be a further decline, but as this can not be confirmed, we must leave it at that. The market, however, at present is a weak one, and a further decline would not be out of order. The actual business being done at the present time is said to be of a hand-to-mouth nature, and, as this has been going on for some time back, it is evident that the majority of retailers are waiting for a steady market before stocking to any great extent.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 15
20 lb. bags	4 25
2 and 5-lb. cartons	4 45
Second grade, in 100 lb. bags	4 00
Extra Ground Sugars—	
Barrels	4 55
50 lb. boxes	4 85
20 lb. boxes	4 95
Powdered Sugars—	
Barrels	4 55
50 lb. boxes	4 75
25 lb. boxes	4 75
Paris Lumps—	
100 lb. boxes	4 90
50 lb. boxes	5 10
25 lb. boxes	5 20
Crystal Diamonds—	
Barrels	4 95
100 lb. boxes	5 10
50 lb. boxes	5 20
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15
Yellow Sugars—	
No. 3	4 20
No. 2	4 20
No. 1	3 80

DRIED FRUITS.—In this market the actual business moving at the present time is considered to be small. The season is practically over, and stocks on hand are pretty well broken up. Prunes, for instance, are very uneven, and as a result there is very little choice to be had.

The only market which can be considered firm at all is the evaporated apple market, which is considered to be quite steady. This is due to fact that the apple crop was poor last year, and fresh fruit came a little higher than usual. It is not thought that there will be much change here.

Other lines are pretty dead at present, and very little movement has taken place during the past week. Prices all along the line remain unchanged.

EVAPORATED FRUITS.	Per lb.	
Apples, 50 lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 12
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1 lb. pkgs.	0 07½	0 08½
Filatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg.	....	0 06½
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1 lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 13	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 100, in 25-lb. boxes, faced	0 06	0 06½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

TEAS.—At the present time the demand for all lines is a little quieter than usual, and it is the opinion of some members of the local trade that the retail trade is stocked up pretty well. The actual business passing, though, is considered fair, although not up to the figures set for the past few weeks. The markets all through are firm, and, as one of the wholesale trade stated, if it were not for the fact that there are shipments

on the way to this market, an increase in present prices would most likely occur. However as it is now, although stocks are being gradually reduced, the fact that they will be replenished within the next few weeks is keeping the prices down.

Japans –		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon –		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish, No. 1	....	0 12¼
Virginia, No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—There is very little to report in this market, as conditions are practically unchanged from one week ago. The supplies on hand are quite ample to fill all requirements, and, as the demand is quite steady, prices remain unchanged. There does not seem to be any immediate change looked for.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 22
Santos	0 22	0 23
Chicory, per lb.	0 08	0 10

RICE AND TAPIOCA.—There has been a further decline in the price of Rangoon rice, and the new quotations are given below. These prices went into effect on the 15th of this month, and all dealers throughout the country who ordered rice for shipment on or after the 15th of this month when the first circular was issued will be protected, as the prices quoted below will be allowed in place of those given out some weeks ago.

So far as demand goes, there is not a great deal of rice being sold at present. The article is not quite so popular with the housewife during the summer months, as it requires quite a good fire, a thing which the modern housewife wishes to avoid during the hot weather. Although there have been a few orders received for future shipment, the sales have not been abnormally large.

Rangoon Rices—	Per cwt.
Rangoon "B"	2 90
C.C.	2 80
India bright	3 05
Lustre	3 15

Fancy Rices—	Per cwt.
Polished	4 30
Pearl	4 50
Imperial Glace	4 80
Sparkle	5 00
Crystal	5 00
Snow	5 20
Ice drips	5 35
Carolina head	7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 05½	0 05¾
Half bags, 112 lbs.	0 05¾	0 05½
Quarter bags, 56 lbs.	0 05¾	0 05¾
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

MOLASSES AND SYRUPS.—The demand has been on the increase during the past week, due to the cheaper prices, which are now quoted. The market is still considered weak, although not to the extent it was one week ago, as the increase in the demand has had a tendency to strengthen it some.

Barbadoes Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice.
Puncheons	.38	.30	.28
Barrels	.41	.33	.31
Half barrels	.43	.35	.33

For outside territories prices range about 3 cents lower per gallon than for delivery, Island of Montreal. Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04
Pails, 38½ lbs., 1.$85; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 50
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lbs. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

SPICES.—There seems to be no change in the conditions of this market, and a steady but slow business is going on at all times. No change is anticipated in the near future.

	5 and 10 lb. Tins,	¼ lb. pkgs.,	¼ lb. doz. tins,	doz.
Allspice	14—17	60—0 70	70—0 80	
Cassia	22—27	72—0 90	80—0 90	
Cayenne pepper	23—28	72—0 90	90—1 15	
Cloves	30—35	1 08—0 95	..—1 08	
Cream tartar	27—33	..—1 00	.....	
Curry powder	..—35	.....	.....	
Ginger	22—27	65—0 85	75—0 95	
Mace	75—1 00	.....	..—2 75	
Nutmegs	25—30	90—0 00	1 60—2 50	
Peppers, black	18—20	67—0 75	80—0 90	
Peppers, white	28—29	95—1 10	1 10—1 20	
Pastry spice	20—27	65—0 95	75—1 10	
Pickling spice	14—18	65—0 00	75—0 00	
Turmeric	16 18	.....	.....	

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamon seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Imported, per lb.	....	0 15
Carraway, per lb.	....	0 12
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 30	0 35
Shredded cocoanut, in pails	0 18	0 20

NUTS.—Although there is always more or less of a demand all through the year for all kinds of nuts, the demand from the housewife has fallen away to a great extent during the past couple of weeks, and the season is almost over now. The market is weak in all lines, with the exception of the shelled stock, which still maintains its firm feeling.

Shelled walnuts, per lb.	0 39	0 40
Shelled almonds, 28-lb. boxes, per lb.	0 44	0 45
Finest filberts	....	0 13
Pecan	0 16	0 17
Almonds	0 18½	0 20
Walnuts	0 18½	0 20
Brazils	0 16	0 20
Peanuts	....	0 13
Peanuts (G)	....	0 09

DRIED VEGETABLES.—There is still a little business passing, but it is only considered fair. After Lenten season is over this market takes on a very slow feeling, and not much business is carried on. There have been no price changes.

Beans—		
Hand picked, per bush.	2 40	2 50
3 lb. pickers, per bush.	2 25	2 35
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

ONTARIO MARKETS.

Toronto, April 15.—Trade continues to improve, but very gradually, indeed. As has been remarked before, buying by the retailers is entirely of a hand to mouth nature. This, however, under prevailing conditions is not a bad feature, as it indicates that the reckless element has been pretty well eliminated. Collections continue to be only fair and there is plenty of room for improvement in that quarter.

Latest reports from the world's tea markets say that situation is very, very firm. Sugar is stationary. Lower prices on rice come into effect this week.

SUGAR.—Cuban production would appear to have reached its height for this year, as there is now a noticeable shrinkage in receipts; although the latter are still large enough to check much improvement in values. Receipts at Cuban shipping ports for the month of March were over 500,000 tons, which is a long way ahead of any previous record for one month. Latest reports give 172 centrals grinding last week as against 174 the week before. Further reductions were expected.

New York markets have firmed up a little from 1-32 to 1-16 cents. Locally, buying is very light and no immediate change is looked for. There is apparently nothing to be gained at present by buying large quantities.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 21
20 lb. bags	4 31
10 lb. bags	4 36
2 and 5 lb. cartons	4 51
Second grade granulated, 100-lb. bags	4 11
Nova Scotia refined, 100-lb. bags	4 11
Western Ontario refined, 100-lb. bags	4 11
Extra Ground Sugars—	
Barrels	4 61
50 lb. boxes	4 81
25 lb. boxes	5 01
Powdered Sugars—	
Barrels	4 41
50 lb. boxes	4 61
25 lb. boxes	4 81
Crystal Diamonds—	
Barrels	4 96
100 lb. boxes	4 96
50 lb. boxes	5 06
Paris Lumps—	
100 lb. boxes	4 96
50 lb. boxes	5 06
25 lb. boxes	5 26
Cartons (20 to case)	7 11
Cartons (50 to case)	7 11
Crystal Dominoes, cartons	7 20
Yellow Sugars—	
No. 1	3 81

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—Demand for many lines of dried fruits continues to be good although some dealers claim that high prices on prunes are checking consumption considerably. Two years ago the price of prunes was so high that the public became rather scared and have since been a little shy about buying. Prices quoted below on prunes are more or less nominal as stocks are broken and different wholesalers quote prices which vary more or less widely. Figs are about cleaned up. The demand for raisins is improving.

Apples, evaporated, new per lb.	0 10½	0 11
Apples, evaporated, old, per lb.	....	0 08
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24

Candied Peels—		
Lemon	0 11	0 13
Orange	0 11	0 13
Citron	0 17	0 19
Currants—		
Filiatras, per lb.	0 06	0 06¾
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06½	0 09
Hallowees	0 05¾	0 06
Figs—		
3 crown layers	0 10	0 11
4 crown layers	0 10½	0 11½
5 crown layers	0 11½	0 12½
6 crown layers	0 12½	0 13½
7 crown layers	0 14	0 15
Fine pulled	....	0 14
Natural figs, in bags, lb.	0 05½	0 07
Prunes—		
30-40s, Californias, 25 lb. boxes	0 13	0 15
40-50s, 25 lb. boxes	0 12½	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 08¼	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 09
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 06	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06½	0 07½
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

SYRUPS AND MOLASSES.—Maple syrup continues to come forward, although there are complaints from some quarters that weather has been too cold yet to ensure a good run of sap. Demand for molasses is expected by some to decrease from now on.

	Per	case.
Syrups—		
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	....	0 26
West Indies, half barrels	....	0 30
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 90	5 90
Maple Sugar		
Pure, per lb.	...	0 12½
Maple Cream Sugar—		
24 twin bars	...	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

NUTS.—New Brazils are coming in freely and prices on these are easing up considerably. These nuts are subject so much to shrinkage that new stock are generally sold at a considerable discount. Demand for most lines is dropping off now. Prices on shelled nuts, however, hold firm.

	Per	lb.
In shell—		
Almonds, Tarragona, new	0 18	0 18½
Brazils, medium	0 12	0 15
Brazils, large, washed	0 13	0 16
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, green, per lb.	0 08¾	0 10½
Peanuts, roasted	0 10	0 13
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 45	0 50
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 40	0 42

RICE.—The announced cheaper prices on rice came into force on the 15th instant. The new prices are even lower than at first expected and total decline amounts to 30 cents per cwt. It is expected, however, that all retailers who ordered ahead for shipments to be made after the first announced decline took place, will be given the benefit of the second also. Prices of other grades than Rangoon remain unchanged.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 05
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 06½	0 07½
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 10	0 11½
Sago—		
Brown, per lb.	0 04½	0 05
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	0 05	0 05½
Seed pearl	0 05	0 05½
Flake	....	0 09½

SPICES.—Business in spices is very quiet at present, as this, obviously, is the season of the year when they are least in demand. Prices are unchanged.

	Compound, per lb.	Pure, per lb.
Spices—		
Allspices, ground	0 10	0 13—0 15
Allspice, whole	.....	0 12—0 15
Cinnamon, whole	.....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	.....	0 25—0 35
Cloves, whole	.....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	.....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	....	0 22—0 25
Ginger, African, ground	....	....—0 16
Mace	....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	.....	....—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins	.....	....—0 55
Pastry spice	.....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole	.....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	.....	0 26—0 28
Pickling spice	.....	....—0 15
Turmeric	.....	0 25—0 35

COFFEE.—Demand for coffee shows no decrease and prices are unchanged from last week. Quotations below on Rios and Santos, however, are the very outside prices being asked.

Coffee, Roasted—		
Rogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 17	0 19
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

DRIED VEGETABLES.—

	Per	bushel.
Beans—		
Canadian primes	2 10	2 25
Canadian, extra H. P.	....	2 25
Yellow eyes	3 00	3 25
Brown	....	2 50
Lima	0 07½	0 08
Peas, blue Canadian, per bush.	2 00	2 25
Peas, green, imported, bush.	....	2 40

CANNED GOODS.

MONTREAL.—In view of the fact that all canned goods are considered to be a cheap article of food at the present time, the demand is very good from all centres. There is very little preference shown any one line, and the movement at present is general. Local dealers do not look for any immediate change in the quotations. This does not correspond with the report given last week when we said that there was a readjustment of prices looked for. When the present demand is taken into consideration and the fact that the present stocks are none too heavy, it would not be at all surprising if there happened to be a change in the quotations. It is, however, quite difficult to forecast anything at present. There has been no change during the past week.

TORONTO. — Easter demand for canned salmon was particularly good, and, in fact, for all lines of canned fish. All kinds of canned goods are moving out well, however. Opinion as to whether there will be any advance in prices or not is pretty well divided. There is no doubt, however, that stocks are all pretty low.

MANITOBA.

MARKETS IN BRIEF

MANITOBA MARKETS.

PRODUCE AND PROVISIONS—
Heavy sale pork cuts and smoked meats.
Butter holding firm.
Price of eggs still low.

FLOUR AND CEREALS—
Wheat market steady.

FRUIT AND VEGETABLES—
First receipts Washington rhubarb.
California head lettuce arrives.
Florida strawberries in freezers over.
Cocoanuts selling $7.50 bag.

FISH AND OYSTERS—
Fresh salmon, trout and halibut arrive.
Heavy demand fof poultry.

GENERAL GROCERIES—
Sugar likely to decline again.
1912 apples being offered.
Muscatels to advance again.
Peaches becoming firmer.

Winnipeg, April 13.—Business is reported good again among retail grocers, caused principally by low stocks in retail stores. Contractors are still uncertain as to the amount of business to be done this year, and are not yet placing their orders.

Owing to the excessive price being charged for last year's evaporated apples, a lot of 1912 pack are being offered, and are finding ready sale. The quality is good. The opinion is freely expressed among men who ought to know that sugar will probably take another drop during the coming week. It is considered almost certain this will happen when navigation opens.

An important meeting of men in the canned goods business is being held early this week. Prominent representatives of the largest manufacturers are in the city to look into the situation, and to tie up for this year's pack. The feeling is expressed that this will be an open year, the same as last.

During Easter an enormous business has been enjoyed by dealers in poultry and provisions. The demand for poultry, principally for chickens and fowl, has exceeded that of last year. Eggs remain low, and it is believed will go no lower. Retailers have been selling at 20c dozen during the week past.

SUGAR AND SYRUPS.—Sugar market weak, raw sugar having dropped 10c during past week. Syrup remains the same, with very light demand; prices strong.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 70
Extra ground or icing	5 20
Powdered	5 00
Lumps, hard	5 65
Montreal, yellow	4 30
Sugar, B.C.—	
Extra standard granulated	4 70
Yellow sugar, No. 1	4 30
Yellow sugar, No. 2	4 15
Yellow sugar, No. 3	4 05
Bar sugar	4 85
Icing sugar	5 05
Powdered sugar	4 85
H. P. lumps	5 55
Sugar packed in barrels 5c per cwt. more.	
Sugar, Western Ontario	
Sacks, per 100 lbs.	4 60
Barrels, per cwt.	4 55
Halves, 50 lbs., per cwt.	4 60
Bales, 20 lbs., per cwt.	4 65
Powdered, barrels	4 90
Powdered, 5's	5 25
Powdered, 25s	5 55
Icing, barrels	5 20
Icing, 50's	5 45
Icing, 25s	5 60
Icing, pails	5 50
Cut loaf, barrels	5 30
Cut loaf, 5's	5 55
Cut loaf, 25s	5 80
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
B. C. Cane Syrups—	
2 lb. tins, 2 doz. to case, per cs.	2 85
5 lb. tins, 1 doz. to case, per cs.	3 20
10 lb. tins, ½ doz. to case, per cs.	3 00

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	Per case.	
Imperial quarts, case 2 doz.		5 20
Imperial ½ gals., 1 doz.		4 75

DRIED FRUITS. — Lot of 1912 apples being offered at prices under 1913 pack, which is finding ready sale owing to excessive price on new apples, and because the quality of these old apples is good. Market for currants looks fairly strong; practically no chance of further decline. Dates show tendency to decline. Peaches becoming firmer owing to other dried fruit stocks depleted. Muscatel raisins still strong, with probable further advance, to apply also to package seeded raisins.

Apples, evaporated, new, per lb.	0 09	0 09½
Apricots—	Per lb.	
Extra choice		0 18½
Choice		0 18
Standard		0 17
Slab		0 15
Currants—		
Dry clean		0 06¾
Washed		0 07½
1 lb. package		0 08
2 lb. package		0 16
Dates—		
Hallowi, loose, per lb.		0 06
Halli, 1 lb. pkgs.		0 06¾
Figs, Cooking—		
Choice, bags		0 05⅜
Nectarines		0 15
Peaches—		
Standard, 25-lb. boxes		0 07½
Choice, 25-lb. boxes		0 07¾
Extra choice, 25-lb. boxes		0 08⅜
Prunes, in 25-lb. boxes—		
90 to 100		0 07½
80 to 90		0 07¾
70 to 80		0 09⅜
60 to 70		0 10¾
50 to 60		0 11⅛
40 to 50		0 13
Raisins, Valencias—		
Valencia selects, 28's		1 32
Valencia selects, 14's		0 94
Valencia layers, 28's		1 90
Valencia layers, 14's		0 97
Raisins, Sultanas—		
California		0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown, loose, 50s		0 08⅝
3 crown, loose, 25s		0 08¾
Choice, seeded, lb.		0 09⅝
Extra fancy seeded, lb.		0 10

TEAS AND COFFEES.—Tea market continues strong, and wholesalers talk of higher prices. All coffees show slight advance.

	Per lb.	
Coffee—		
Rio, No. 5, green		0 13¼
Rio, roasted	0 15¾	0 16
Santos, green, No. 4	0 14¼	0 14½
Santos, roasted	0 21	0 22
Chicory, per lb.	0 07	0 08
Teas—		
China, blacks, choice	0 15	0 25
India and Ceylon, choice	0 22	0 32
Japans, choice	0 21	0 30

RICE AND TAPIOCA.—Prices remain the same, and are low.

Rice—		
No. 1 Japan, per lb.		0 05⅞
No. 2 Japan, per lb.	0 04¾	0 04⅞
Siam, per lb.	0 03¾	0 04
Patna, per lb.	0 05½	0 06½
Carolina, per lb.		0 08
Sago, pearl, per lb.		0 04
Tapioca, pearl, per lb.		0 04½

BEANS.—No further declines. Present low values quoted below will not be maintained, as stocks in elevators in East are becoming exhausted, and on account of break-up in weather, farmers are unable to deliver further stocks for some time. Return to old prices is looked for.

Beans—		
Austrian, hand picked		2 35
3 lb. picker		2 10
Peas—		
Split peas, sack, 98 lb.		3 40
Whole peas, bushel		2 05
Barley—		
Pot, per sack, 98 lbs.		3 15
Pearl, per sack, 98 lbs.		4 45

SASKATCHEWAN MARKETS.

By Wire.

Regina, Sask., April 15.—Seeding commenced a few days ago and will be general next week in this district. Business looks better. Bovril has advanced about 12 per cent. on all sizes and salmon is still advancing, sockeyes in particular. Eggs are coming in very plentifully now, wholesalers paying 17 cents. They are not likely to be any lower, however. All staple goods are stationary and few changes are looked for within the next week.

Produce and Provisions—		
Butter, creamery, per lb.		0 30
Butter, dairy, No. 1, 20c; No. 2		0 15
Cheese, per lb.		0 17½
Eggs, fresh, per doz.		0 18
Lard, 3's, per case		7 75
Lard, 5's, per case		7 67
Lard, 10's, per case		7 60
Lard, 20's, each		2 75
Dried Fruits—		
Apricots, choice		0 17⅝
Currants, gulf cleaned		0 08¼
Figs, natural 6's		0 06¾
Evaporated apples, per lb.	0 11	0 11½
Dried peaches, 25s		0 08
Dried peaches, choice, 25s		0 09½
Prunes, 70-80, 25s		0 10¾
Raisins, muscats, 50s		0 08½
Raisins, muscats, 25s		0 08¾
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 08¼
Green Fruits and Vegetables—		
Apples, Wash., box	2 00	2 50
Apples, B.C., box	2 00	2 50
Celery, Cal., doz.		1 25
Grape Fruit, Florida		6 80
Lemons, Messina		5 50
Lemons, California		5 00
Oranges, navel	3 00	3 50
Onions, Val.		7 25
Tomatoes, Cal., case		2 50
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts		0 14½
Walnuts		0 19
General—		
Potatoes, per bushel		1 00
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian		2 65
Coffee, whole, roasted, Rio		0 17
Rice, per cwt.		3 90
Sugar, standard, gran., per cwt.		5 07
Sugar, yellow, per cwt.		4 67
Canned Goods—		
Apples, gals., case, $1.61 $1.91, doz.		3 82
Corn, standard, per 2 dozen		2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches		2 91
Strawberries and raspberries		1 25
Tomatoes, standard, per dozen		2 65
Salmon, Sockeye, 4 doz. case, 1s	7 35	7 60
Salmon Sockeye, 4 doz. case, 1s		8 00
Red springs, 1s		6 70
Cohoes, 1's, $5.50; hump back 1's		3 60

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., April 15.—There are practically no changes in the market. Prices are firm. Business during Easter season was particularly good and collections are improving. New shipment of molasses from Barbadoes arrived this week, fancy quoted at 28 cents, better stock at 32. General staples are unchanged. American onions are offering at $4.50 per bag. Egyptians are considered almost too high for this market. Higher prices on timothy seed are expected. Eggs are stiffer at 25 cents. Butter is 28 to 32 cents per lb.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.		0 17
Beef, barrel	23 75	25 00
Pork, American clear, per bbl.	25 00	27 00
Pork, domestic, per bbl.		29 50
Butter, dairy, per lb.	0 28	0 32
Butter, creamery, per lb.	0 30	0 31
Cheese, per lb.	0 17	0 17½
Eggs		0 25
Lard, compound, per lb.	0 11¾	0 12
Lard, pure, per lb.	0 15	0 15½
Flour and Cereals—		
Cornmeal, gran.		5 50
Cornmeal, ordinary, bags		1 65
Flour, Manitoba, per bbl.		6 45
Flour, Ontario, per bbl.		5 85
Rolled oats, per bbl.		5 40
Oatmeal, standard, per bbl.		5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel		1 70
Sugar—		
Standard granulated	4 30	4 40
United Empire	4 20	4 30
Bright yellow	4 10	4 20
No. 1 yellow	3 80	3 90
Paris lumps	5 25	5 50
Molasses, Barbadoes, fancy	0 28	0 32
Valencia onions, in crates	5 25	5 50
U. S. onions, bag		4 50
Currants, 1s, per lb.	0 08	0 08¼
Raisins, California, seeded	0 10	0 10½
Rice, per cwt.	3 60	3 70
Beans—	Per bushel.	
Canadian white	2 25	2 35
Yellow eye	3 65	3 75
Canned Salmon—	Per 4 doz. case	
Pinks	4 25	4 50
Cohoes	6 00	6 25
Red Spring	7 35	9 00

NOVA SCOTIA MARKETS.

By Wire.

Halifax, N.S., April 15.—Local market is overstocked with eggs and price has decreased to 19 cents; supply is now greater than demand. Cheese stocks are light, choicest selling at 17½ cents per lb. Egyptian onions are now on the market, and are to be had at 4½ cents per pound. Evaporated fruit is in better demand, also California seedless oranges. Sales of this fruit show a heavy increase. Apples are about done for this season and vegetables are also becoming scarcer. Potatoes are in good demand with quality only fair.

A. R. Christie, one of the oldest grocers in Winnipeg, intends shortly to make a change in the layout of his store. The heavy displays will be removed and the space occupied by very small tables, at which customers may sit and be served with food, which happens to be demonstrated that week. This system is being adopted extensively in the West.

FLOUR and CEREALS

Reports of Damage to Winter Wheat Crop from Green Bugs Contradicted

Prospects in Both Ontario and U. S. Good — Flour Trade Continues to go Where Mill Feeds Can be Most Easily Obtained—Fair Business in Cereals Passing.

MONTREAL.

FLOUR.—Although there is a firm feeling in the market as regards prices the actual business which is passing at present is certainly falling off from that which was passing one month ago. This is partly due to the fact that the roads are breaking up at present all through the country and orders are not coming so freely from those quarters. It is also the opinion of a goodly number that the retailers throughout the country are pretty well stocked up at present, as the demand for mill feed is still quite as good as ever. Prices are unchanged from one week ago.

Manitoba Wheat Flour—	per bbl.
First patents	5 60
Second patents	5 10
Strong bakers'	4 90

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	4 60	5 00
90 per cent.	4 30	4 50
Straight roller	4 10	4 30
Blended flour	4 60	4 80

CEREALS.—There is still a seasonable demand in evidence at the present time and prices are continuing pretty firm. There is not much change looked for in this market during the next week or so. It is said that there has been quite a lot of export business in rolled oats during the past couple of weeks.

Cornmeal—	Per 98-lb. sack
Kiln dried	2 10
Softer grades	1.95
Rolled Oats—	90's in jute
Small lots	2 22½
25 bags or more	2 12½

Rolled oats in cotton sacks, 5 cents more.
Oatmeal fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 96-lb. sack	2 40 2 75

MILL FEEDS.—There is still a very steady feeling in this market and quotations have remained the same as in former weeks. It is not thought though that this condition will remain for long as the spring weather is almost with us now and as soon as the snow disappears there is a great falling off in this market. Next week ought to see some change in the local market and dealers would not be at all disappointed if the market became quite weak inside that time.

Mill Feeds—	Car lots, per ton
Bran	23 00
Shorts	25 00
Middlings	28 00
Wheat moulee	28 00
Feed Flour	33 00
Mixed chop, ton	29 00
Crushed oats, ton	29 00
Oat chop, ton	29 00
Barley chop, ton	29 00

TORONTO.

FLOUR. Flour situation has shown little or no change over the holiday season. Market has ruled steady under a light demand, although the representative of one large milling company stated that his firm had noticed a considerable increase in domestic trade lately. He added, however, that he thought almost all the demand for flour, now, was the result of the scarcity of mill feeds, as the one can not be obtained without taking a certain quantity of the other and hence flour trade was going wherever mill feeds could be procured with greatest facility. He did not think that the greater demands made on his firm for flour indicated any increased tendency on the part of the public to buy.

Meanwhile the condition of the winter wheat crop in U. S. is said to be excellent. Reports of damage from green bugs have been circulated but these again have been contradicted and there appears to be no general alarm as to any havoc the bugs may do. Moreover, authorities have stated that no danger is to be anticipated. As far as can be learned at present prospects are for a huge crop. Ontario winter wheat crop is said to be in good shape too although it is still rather early to discover any damage which it may have sustained.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl
First patent	5 70	5 30
Second patent	5 20	5 00
Strong bakers	5 00	4 80

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 55	4 95
90 per cent.	5 05	4 75
Straight roller	4 95	4 55
Blended flour	4 80	4 85

CEREALS.—Markets have been quiet with prices ruling steady under seasonable demand. Oat, corn and wheat products are influenced more or less by the grain markets and the conditions of prices on the one market can frequently be gauged by conditions on the other. Hence at moment prices of cereals are fairly firm.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Barley, pot, 98 lbs.	2 75	3 00
Buckwheat flour, 98 lbs.	3 75	4 75
Buckwheat grits, 98 lbs.	4 50	4 75
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 15	2 30
Graham flour, 98 lbs.	....	2 70
Hominy, granulated, 98 lbs.	2 40	2 50
Hominy, pearl, 98 lbs.	....	2 50
Oatmeal, standard, 98 lbs.	2 47½	2 60
Oatmeal, granulated, 98 lbs.	2 47½	2 60
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 25	3 65
Rolled oats, 90-lb. bags	2 25	2 37½
Rolled wheat, 100-lb. bbl.	3 00	3 25
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 85

MILL FEEDS.—Heavy demand for feeds shows no signs of slackening, especially in the case of bran for which there is most inquiry at present. All lines of course are very scarce, unusually so, in fact. One reason for this is that many mills have been running at only half capacity and this, of course, lessens the quantity of the by-products of flour, etc., turned out. Prices are unchanged from one week ago.

Mill Feeds—	Car lots, per ton.	
Bran	23 00	26 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG.

FLOUR AND CEREALS. — Wheat market eased off a little. Prices same on flour. Continued steady demand for rolled oats. Market will be quiet on flour until after seeding.

Manitoba Wheat Flour—	Per bbl	
First patents	....	5 30
Second patents	....	4 70
Strong bakers'	3 90	4 00
Cereals—		
Rolled oats, per 80 lbs.	1 75	1 80
Oatmeal, fine, standard and gran'd, 98 lbs.	....	2 25

SODA FOUNTAIN IN TENT.

W. Cranna & Co., recently commenced business in a growing section between Winnipeg and Kildonan. In summer time they erect a tent on a vacant lot next to the store in which they instal a soda fountain and confectionery case, and do a big business with people who pass between Kildonan and the city.

Gerald Larkin, of P. C. Larkin & Co., Toronto, who has been in India and Ceylon during the past six months, and but recently returned to England, had the pleasure of flying at Hendon on Graham White's biplane. He was in the air for nearly half an hour, and, it being his first flight, was delighted with the sensation. He says in a letter: "The thing which perhaps impressed me most was the landing. I never knew when our wheels touched earth so delicately was it done; then, with the engine still running, he drove it twenty yards across the grass, up a short lane, through a gate, and into its shed, for all the world as if it had been a motor car."

FRUIT & VEGETABLES

Grape Fruits Firm; Pineapples Somewhat Easier

New Potatoes From Bermuda Quite Stiff in Price—Green Beans Now Offering at Toronto —Warmer Weather Would Materially Stimulate Business on all Markets.

MONTREAL.

GREEN FRUITS.—In the local market during the past week there was not a great deal of business done in this market owing to the continued cold weather which has hampered business to a great extent. There have been a few price changes during the week and business is considered to be seasonable at present figures.

Grapefruit, all sizes, has advanced 25 cents per crate. Extra fancy lemons, 300 size have declined 25 cents per box while Mexican oranges have also declined 25 cents per crate and are now quoted at $2.00. All other prices remain the same as last week.

Apples—		
Spies, No. 1s, very fine, bbl.	....	7 00
Baldwins, No. 1s	....	6 50
Ben Davis, No. 1s	....	5 50
Ben Davis, No. 2s	....	5 00
Bananas, crate	2 00	2 50
Cape Cod cranberries, bbl.	....	16 00
Almeria Grapes		
Extra fancy heavyweights	....	5 50
Fancy heavyweights	....	5 00
Medium quality, for immediate use	....	4 75
Grapefruit, 54-64-80-96 size, case	....	4 25
Cocoanuts—		
100 size	....	4 75
150 size	....	5 00
Lemons—		
Extra fancy, 300 size	....	3 25
Fancy, 300 size	....	3 00
Oranges—		
Mexicans, 126-150, $2.00, 176-200-216-250	....	2 00
California navels, 126-150-176-200-216-250	....	2 85
Pears—		
California Nellis, box	....	3 50
Pineapples—		
24 size	....	4 75
30 size	....	4 75
36 size	....	4 25
Strawberries, per box	0 40	0 50

VEGETABLES. — Local dealers brought a few carloads of vegetables in last week by freight instead of express and were able to sell at quite a reduction for the Easter business which was considered to be a little better than usual. They are, however once more back to their old footing and business is considered to be about seasonable at these quotations.

New beets have advanced 50 cents per crate. New cabbage is down 50 cents per crate. Florida celery has advanced 35 to 60 cents per crate. The range for Boston cucumbers has narrowed down 50 cents and they are now quoted at $1.75 to $2.25. Boston lettuce has declined 50 cents. Canadian lettuce is now ranging from $1.60 to $2.00 Spanish onions have declined 50 cents. New potatoes have advanced $4.00 per barrel. This is said to be due to the limited supplies available. Green mountains have advanced 15 cents per bag. Rhubarb is up 50 cents per dozen. Florida tomatoes have declined from $1.50 to $2.00 per crate.

Asparagus, doz.	3 00	5 00
Beans, wax, crate, Florida	7 50	8 00
Beans, string, crate, Florida	....	7 50
Beets, bag	....	1 50
New beets, crate	....	3 00
Cabbage, bbl.	2 75	3 00
Cabbage, per dozen	....	1 25
Cabbage, new, per crate	2 50	3 00
New carrots, case	....	3 00
Cauliflower, crate 2 doz.	....	6 00
Celery, Florida, crate	3 50	4 00
Cucumbers, Boston, dozen	1 75	2 25
Egg plant, crate, 1 dozen	....	3 00
Garlic, per lb.	....	0 10
Lettuce, Boston, box	2 25	2 50
Canadian lettuce	1 60	2 00
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per crate, 130 lbs.	4 00	4 50
Red Danvers, 100 lb. bag	....	4 50
Shalottes, per dozen bunches	....	0 75
Parsnips, bag	....	1 50
Parsley, American, per doz., bunches	....	0 75
Parsley, Canadian, per doz. bunches	....	0 35
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Bermuda, barrel	11 00	12 00
Green Mountains, $1.15; Quebec, bag	....	1 00
Potatoes, sweet, Jersey, hpr.	....	2 00
Radishes, per doz. bunches	0 50	0 60
Rhubarb, dozen	1 50	2 00
Spinach, C.H., barrel	3 00	3 50
Turnips, Quebec, bag	0 75	1 00
Tomatoes, Florida, choice, crate	3 00	3 50
Tomatoes, Florida, fancy, crate	3 50	4 00
Young onions, dozen	....	0 30

TORONTO.

GREEN FRUITS.—Business, while quiet just after Good Friday was not dull by any means and wholesalers expected to be doing a rushing trade by the end of this week. Oranges are holding pretty firm; shipments being received are decreasing now every week and in fact some of the smaller associations have already quit shipping. Grape fruits too are quite firm while pineapples are slightly easier. Louisiana strawberries are now to be had at 20 cents per small box.

Apples—		
Spies, hand-picked, barrel	5 00	7 00
Other varieties, winter apples, No. 1s	4 50	5 25
Local, bbl.	2 00	4 00
Other varieties, winter apples, No. 2s	3 50	4 00
IMPORTED.		
Apples, Jonathans, case, fancy, extra	2 50	3 00
Spitzenbergs, per box	2 75	3 00
Roman Beauties, box	2 50	3 00
Bananas, per bunch	1 50	2 00
Grapefruit, Florida, case	4 00	4 50
Grapefruit, Cuban, case	3 50	4 00
Grapes, hot house, lb.	0 75	0 90
Oranges—		
California navels	2 75	3 25
Floridas, best grades	3 00	3 25
Messinas	....	3 00
Seville	....	3 00
Lemons, Messina, 300's, new	3 00	3 75
Pineapples, Floridas	4 00	4 50
Pineapples, Cuba, case	3 25	4 00
Strawberries, per quart	0 35	0 45
Strawberries, Louisiana, box	....	0 20

VEGETABLES.—Conditions on this market have been very similar to those on green fruit markets. Warmer weather would be of great benefit to both, however. Egyptian onions are now on sale at $5.00 to $5.25 per bag; Spanish onions are exceedingly scarce.

Asparagus, Cal., large bunch	0 50	0 60
Beets, Canadian, per bag	....	1 75
Green beans, hamper	....	7 50
Cabbage, Ont., bbl.	2 50	2 75
Cabbage, new, Southern, bbl.	....	3 25
Carrots, Canadian, bag	....	1 75
Carrots, Florida, hamper	2 50	2 75
Cauliflower, Cal., per crate 2 doz.	3 50	4 50
Cucumbers, doz.	2 00	2 75
Celery, Florida, case	3 25	3 50
Egg plants, per doz.	2 75	3 00
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	5 00	5 25
Spanish, crate	4 75	5 00
Green, doz., Canadian, 20-30c; U.S.	0 40	0 60
Parsnips	1 25	1 75
Green peppers, basket	0 75	1 00
Potatoes, New Brunswick, per bag	1 00	1 10
Potatoes, Ontario	0 90	1 00
Sweet potatoes, kiln dried, hamper	1 10	1 40
Potatoes, new, Bermuda, per bbl.	9 00	11 00
Parsley, doz. bunches, Can., 25c; U.S.	....	1 00
Rhubarb, per dozen	1 00	1 25
Tomatoes, Florida, per case	3 75	4 00
Turnips, bag	....	0 50
Radishes, Can., per doz.	0 50	0 75
Radishes, hamper	2 50	2 75

WINNIPEG.

GREEN FRUIT.—Texas onions started to arrive, selling per crate $3. The first arrivals Cuban pineapples, $4 to $4.50 crate. Car lot receipts of Florida tomatoes, Texas cabbage and Florida celery are moderate; good demand, and prices fair. Florida strawberries in freezers all over. Car lot first receipts Louisiana strawberries expected in a week. Navel oranges, $3 to $3.25; California lemons, $5; Messina, $4.50. Cocoanuts, per bag, $7.50. Keg grapes off market.

Apples—		
Baldwins No. 1s	....	7 50
Baldwins, No. 2s	....	6 75
Ben Davis, No. 1	....	6 50
Ben Davis, No. 2	....	6 00
Washington Rome Beauties, ex. fancy	....	3 00
Wine saps, Spitz, ex. fancy	....	3 00
Bananas, lb.	....	0 04
Red bananas, lb.	....	0 06
Cocoanuts, bag	....	7 50
Grapefruit, 54-64-80 size, case	....	5 00
Lemons—		
California	....	5 00
Messina	....	4 50
Oranges—		
California navels	3 00	3 25
Pears—		
Oregon Nellis, box	....	4 [illegible]
Pineapples, Cuban crate	4 00	4 50

VEGETABLES.—Washington rhubarb, first receipts, per box, $3. Lots of local leaf lettuce and radishes, dozen bunches, 50c. First car lots California head lettuce arrive; demand good. Following are some of the offerings:—Florida celery, crate, $4; Texas cabbage, ton, $60; California cabbage, crate, $5; California cauliflower, doz., $3; Texas spinach, barrel, $10; asparagus, Jumbo, $6; green peas, lb., 15c. New potatoes, hamper, $3.50. Old carrots and parsnips, $50 ton. New carrots, $1 doz.; new beets, $1.25.

Artichokes, per doz.	....	1 75
Asparagus, Jumbo	....	6 00
Beets, old, per cwt.	2 00	2 50
Beets, new, doz. bunches	....	1 25
Cabbage, Texas, per ton	....	60 00
Cabbage, California, crate	....	5 00
Carrots, old, per ton	....	50 00
Carrots, new, doz. bunches	....	1 00
California celery, crate	....	6 00
Florida celery, crate	....	4 00
Cucumbers, extra fancy, hothouse, doz.	....	2 75
Green peas, lb.	....	0 15
Green peppers, crate	....	5 50
Head lettuce, Texas, hampers	....	3 00
Head lettuce, Cal., crate	....	4 50
Leaf lettuce, doz.	....	0 50
Onions—		
Texas, crate	....	3 00
Valencias, bag	....	6 00
Southern red onions, bag	....	5 00
Parsnips, per cwt.	....	2 50
Parsley, per doz. bunches	....	0 60
New potatoes, per hamper	....	3 50
Potatoes, car lots	....	0 70
Potatoes, sweet, per hamper	....	2 25
Radishes, doz.	....	0 50
Tomatoes, Florida, per crate, 6 bkts.	....	4 50
Rhubarb, Washington, box	....	3 00
Shallots, per doz.	....	0 80
Spinach, Texas, bbl.	....	10 00

FISH AND OYSTERS

Lobsters a Little More Plentiful; Prices Somewhat Easier

Dealers Report Good Easter Trade—Some Find Business Slacker Since Holidays—Fresh Fish Not Arriving Yet in Large Quantities—Oyster Season Nearly Over.

MONTREAL.

FISH AND OYSTERS.—There was a fair volume of business done last week and prospects are better than usual for the week after Easter. Already a car of fresh halibut has been received and disposed of and another is expected to arrive this week and still two more the week after. Haddock is also very plentiful and is offered at very low prices. A few small arrivals of fresh fish from Lake Champlain have taken place and have been disposed of quickly at big prices to the Jewish trade. That trade has also taken large quantities of carp and other kinds of river fish and still more will be required for this week again. It is evident from now on that the trade will be looking forward to their supplies of fresh fish. This possibly explains why the first fresh halibut of the season received from the west coast was so eagerly taken up and favorably received.

In the frozen lines, salmon and mackerel are the only species which are taking the attention of the trade. Frozen halibut, medium size, is pretty well sold out. There is, however, a good supply of large chicken left. Taken altogether, frozen halibut, as a staple line, has proved to be a very unsatisfactory speculation this year.

The trade is about average with bulk and shell oysters, scallops and prawns which are generally in good demand around Easter. Lobster fishing has improved and prices have eased off a little.

TORONTO.

FISH AND OYSTERS.—Now that Lent is over and we are just between season of frozen and pickled fish on the one hand and that of fresh fish on the other, dealers are finding business rather slack. As one dealed said, "there is not much to tempt a man with just now, people are about tired of frozen and salt fish and there is not much fresh stuff offering." Halibut appears to have been the main line of fresh stuff on the market heretofore. Some fresh whitefish was expected to arrive during the week, but at time of writing it was impossible to say anything definite as to what prices would be quoted on it. Some clams are expected in soon also. Lobsters are more plentiful and easier at 40 cents. Oysters are about done.

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	...	.09
Haddies, 15 lb. and 30-lb. boxes, lb.	.08 .09	.09
Haddies, fillets, per lb.	.12	.12-.13
Haddies, Niobe boneless, per lb.	.10	.10
St. John's bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.10	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.00	1.15
Kippered herrings, selected, 60 in box	1.10	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Imported Scotch kippered herrings, box 40	....	1.75
Smoked salmon, per lb.	.22	.23
Ciscoe herrings, a basket 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	.15-.16	.12
Salmon—Gaspe, medium and small, per lb.	.14-.15	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.07-.11
Salmon, red—Cohoes or silvers, per lb.	.08½-.09	.07-.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	...
Mackerel, bloater, per lb.	.07-.08	.09
Herrings, medium, 50 lb., per 100 count	....	2.50
Herrings, large, 75 lb. per 100 count.	...	2.75
Haddock, medium and large, per lb.	.05½-.06	.05-.07
Market codfish, per lb.	.05-.05½	.05-.08
Steak codfish, per lb.	.06½-.07	.09
Pollock, per lb.	.04½-.06	.04½
Smelts, extras, 10, 20, 25, per lb.	...	.15
Smelts, medium to large, per lb.	...	...
Smelts, small, per lb.	...	.08
Flounders, per lb.	.06	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.10-.14
Striped Sea Bass, large, per lb.	.17-18	....
Striped sea bass, small, per lb.	.10-.11	....
Sea trout, per lb.	.10-.11	.07¼-.07½
Shad	.10	....

LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tullibees, per lb.	.06½-.07	.06½
Lake Trout, large and medium, per lb.	.11-.12	.12
Dore, dressed or round, per lb.	.09-.10	.09-.10
Pike, dressed and headless, per lb.	.06½-.07	.06
Pike, round	.05½-.06	....
Eels, per lb.	.10	.10
Pike, round, per lb.	.06-.06½	.06
Eels, per lb.	.10	.10
Perch, per lb.	.09-.09	....
Carp	.12	....

PICKLED FISH.

Salmon, Labrador tierces 300 lb.	21.00	....
Salmon, Labrador bbls. 200 lb.	15.00	....
Salmon, Labrador, half bbls. 100 lbs.	8.00	....
Salmon, B.C., bbls.	14.00	14.00
Sea trout, Baffin's Bay, bbls. 200 lb.	12.00	....
Sea trout, Labrador, bbls. 200 lb.	11.50	....
Sea trout, Labrador, half bbls. 200 lb.	6.75	....
Mackerel, N.S., bbls. 200 lb.	12.00	....
Mackerel, N.S., half bbls. 100 lb.	6.25	....
Mackerel, N.S., pails 20 lb.	1.50	1.75
Herrings, Labrador, bbls.	6.50	6.50
Herrings, Labrador, half bbls.	3.50	3.50
Herrings, Nova Scotia, bbls.	6.00	....
Herrings, Nova Scotia, half bbls.	3.25	....
Lake trout, half bbls.	....	8.00
Quebec sardines, bbls.	6.00	....
Quebec sardines, half bbls.	3.50	....
Turbot, bbls.	15.00	....
Tongues and sounds, per lb.	.10	....
Scotch herrings, imported, half bbls.	8.00	....
Scotch herrings, imported, kegs	1.25	1.25
Holland herrings, imported milkers, bf bbls.	6.50	....
Holland herrings, imported milkers, kegs	.75	1.00
Holland herrings, mixed half bbls.	6.00	....

SALT FISH.

No. 1 green cod, large, bbls.	11.00	...
No. 1 green cod, medium, bbl.	10.00	....
No. 1 green cod, small, bbl.	8.50	....
No. 1 green cod, haddock, medium, bbl.	8.50	....
No. 1 green cod, haddock, small, bbl.	7.50	....
No. 1 green cod, pollock, medium, bbl.	7.50	....
No. 1 green cod, hake, medium, bbl.	6.50	....
No. 1 Quebec eels, large, per lb.	.08	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7.50	7.50
Dried hake, medium and large, 100 lb.	7.00	....
Dried pollock, medium and large, 100 lb.	7.00	....
Dressed or skinless codfish, 100-lb. case	7.00	7.00
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	.07½	.08
Boneless Codfish, 2-lb. blocks, 20-lb. boxes, per lb.	.07	.07
Boneless codfish, strips, 30-lb. boxes	.10	.10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1.80	1.80
Boneless codfish, in 2-lb. and 3-lb. boxes	.15	.15

BULK OYSTERS, CLAMS, ETC.

Standards, imp. gallon	1.40	1.50
Solid meats, imp. gallon	1.70	1.75
Selects, best, imp. gallon	1.80	1.90
Selects, solid meats, imp. gallon	2.00	2.00
Best clams, imp. gallon	2.50	....
Best scollops, imp. gallon	2.50	....
Best prawns, imp. gallon	2.00	....
Best shrimps, imp. gallon	2.25	....
Sealed best standards, quart cans, each	.35	....
Sealed best select, quart cans, etch	.45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH—CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8.50	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10.00	....
Malpeque, shell oysters ordinary, per bbl.	8.00	....
Malpeque, shell oysters, caraquets, per bbl.	5.00	....
Clams, per bbl.	9.00	....
Mussels, per bbl.	6.00	...
Live lobsters, medium and large, per lb.	.26	.40
Boiled lobsters, medium and large, per lb.	.28	....
Scotch herrings, mixed kegs	.65	.65

HALIFAX, N.S.

FISH.—There was considerable improvement in the local fish markets last week. In addition to a fairly good supply of fresh cod and haddock, two schooners arrived with big fares of fresh halibut. One had 25,000 pounds and the other 27,000 pounds. The market was almost bare of halibut, and these cargoes came along in good time for the two successive fish days.

There was a heavy demand for bulk oysters last week. Smoked fish sales were above the average, and salt and pickled fish are moving along quite briskly.

A few dozen medium-sized lobsters were marketed and they sold at $2.50 per dozen, a record price for the size of the lobsters. Even at these figures the supply was not equal to the demand.

WINNIPEG.

FISH AND POULTRY.—There are no changes in prices of fish and poultry. Demand is heavy. Supply of fresh halibut, trout and salmon has arrived. Season for oysters over. Demand for poultry bigger than last year, mostly for chicken and fowl; others not going so well.

Fish—		
Fresh whitefish, per lb.	....	0 06½
Halibut	....	0 08
Salmon	....	0 10
Smelts	....	0 10
Herring	....	0 06
Lake trout	....	0 12
Cod fish	....	0 10
Cured Fish—		
Smoked goldeyes, per doz.	....	0 50
Finnan haddies	....	0 08
Holland herring, keg	....	0 08
Labrador herring, ½ bbl.	....	4 25
Poultry, Live—		
Fowls	....	0 12
Chickens	....	0 12
Turkeys	....	0 15
Ducks	....	0 12
Geese	....	0 12
Poultry, Dressed, Fancy No. 1—		
Fowls	....	0 18
Chickens	....	0 22
Turkeys	....	0 26
Ducks	....	0 21½
Ducklings	....	0 25

PRODUCE & PROVISIONS

Butter Continues Easy; Egg Situation Rather Problematical

Question of Invasion of China Eggs Next Winter Causes Some Speculation—Receipts of Fresh-Made Butter Continue to Improve in Quality—Make of Fodder Cheese Increasing.

MONTREAL.

PROVISIONS.—Although local dealers were of the opinion that trade would pick up for Easter, it must be said that business was disappointing in this department. There is no change to report in the prices given except that there are some of the local dealers who are shading the prices on lard and although we are repeating last week's quotations again this week it is possible that lard can be bought at a reduction of ¼ cent. per pound. Hogs are considered to be quite firm although the prices quoted last week are still in effect. All other prices remain the same and business is considered to be quiet.

Hams—	Per lb.	
Medium, per lb.	....	0 18½
Large, per lb.	0 18	0 18
Backs—		
Plain, bone in	....	0 23
Light, per lb.	....	0 19
Boneless	....	0 26
Peameal	....	0 26
Bacon—		
Breakfast	0 19	0 21
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	29 00
Heavy short cut clear	....	29 00
Clear fat pork	....	28 00
Clear pork	....	27 00
Lard, Pure—	Per lb.	
Tierces, 375 lbs. net	....	0 14
Tubs, 50 lbs. net	....	0 14¼
Boxes, 50 lbs. net	....	0 14¼
Pails, wood, 20 lbs. net	....	0 14½
Pails, tin, 20 lbs. gross	....	0 14½
Cases, 10-lb. tins, 60 in case	....	0 15
Cases, 3 and 5-lb. tins, 60 in case	....	0 15
Bricks, 1 lb. each	....	0 15½
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10½
Tubs, 50 lbs., net	....	0 10¾
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 11
Pails, tin, 20 lbs., gross	....	0 11
Cases, 10-lb. tins, 60 in case	....	0 11¾
Cases, 3 and 5-lb. tins, 60 incase	....	0 11¾
Bricks, 1 lb. each	....	0 12¼
Hogs—	Per cwt.	
Dressed, abattoir killed	13 50	13 75
Dressed, country	12 75	13 00

BUTTER.—Receipts of butter still keep up and the market this week is showing a weaker feeling while prices have taken a fall. Finest creamery, new milk, has declined from one to two cents per pound while the fall make has also declined one cent. Dairy butter is also down one cent and is now ranging from 24 to 25 cents per pound.

The official opening of the dairy produce season for 1914 was announced Saturday by the Eastern Townships Dairymen's Exchange which held its first meeting at Cowansville. There were offered on the board 379 packages of creamery butter, for which the demand was only fair as there were only five buyers present. The selling prices as compared with those of one year ago were from 4⅜ to 4½ cents per pound lower. This exchange opened on April 5th last year, therefore the season this year is just one week later.

Receipts for the week were 2,862 packages which show an increase of 354 from the previous week and an increase of 1,347 packages over the same week one year ago.

Butter—		
Finest creamery, new milk	0 29	0 30
Finest creamery, fall make	0 28	0 29
Dairy butter	0 24	0 25

EGGS.—Easter trade was responsible for an increase of approximately 33 1-3 per cent. in the consumption of "hen fruit." This fact, however, did not affect the market in any way as the receipts are still quite large. Prices given this week are unchanged from one week ago and it might be said that the market is weak at present prices. There was a slight dropping off in the receipts this week as compared with last week but if compared with the corresponding week of one year ago they show a slight increase. The total number of cases received during the week was 13,565. It is not thought that there will be much change in the market from now on as the produce firms are putting away their cold storage stocks at present. As soon as these stocks are completed the market will become weaker.

It is the opinion of many of the local dealers that there is a steady increase in the consumption of eggs.

Eggs, case lots—	Per dozen.	
New laids	....	0 23
Splits	....	0 21
Chinese	....	0 20

CHEESE.—There is still a quantity of fodder cheese being received here, in fact the receipts are increasing each week. This fact has eased the market some and the prices have fallen away a little. Old specials as well as the new make are quoted at 15-16 cents, while Stilton has declined one cent in the last week. There is not much change looked for.

Cheese—		
New make	0 15	0 16
Old specials, per lb.	0 15	0 16
Stilton	....	0 17

HONEY.—The market is in much the same condition as has been the outstanding feature for the past few months. The business passing at the present time is practically nil and although there is alway a certain demand for small lots, the market is considered to be quite dull, with the same prices quoted.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11¼	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY.—The same conditions are in existence that have featured the market for some time past. Stocks are not ample to fill all requirements and local produce merchants are importing their stock from the States. The demand is far greater than the supply and naturally the market is quite firm at present figures. There has not been any change in the quotations.

POULTRY.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	....—....	....—0 25
Ducks, milk fed	0 15—0 18	0 18—0 19
Fowl	0 18—0 20	0 17—0 19
Geese	....	0 15—0 16
Turkeys, spring	....	....—0 23
Turkeys, old Tom	....	0 14—0 16
Milk fed chickens, lb.	....	....—0 25
Milk fed broilers, lb.	....	....—0 30

TORONTO.

PROVISIONS. — Now that Lent is over provision men look for cured meat business to improve considerably. While some maintain that Lent made little or no difference to their trade others say differently. One manager stated to the Grocer that the business done in meats by his firm had decreased 50 per cent. during the season of abstinence; now, however, he expected, they would fully pick up all that they had lost and more, too. It must be remembered that the best season for selling cooked meats is now approaching when the housewife avoids cooking as much as possible.

Prices are unchanged from last week.

Hams—		
Light, per lb.	0 18	0 20
Medium, per lb.	0 17½	0 19
Large, per lb.	0 16	0 18½
Backs—		
Backs, per lb.	0 22	0 24
Boneless, per lb.	0 24	0 26
Pea meal, per lb.	0 23	0 25
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 15	0 17
Shoulders, per lb.	0 14	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 15
Long clear bacon, heavy	0 13½	0 14½
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 28
Hams, roast, per lb.	0 25½	0 28
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	....	0 22
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	27 00
Short cut, per bbl.	27 50	28 50
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13	0 14½
Tubs, 60 lbs., per lb.	0 13¼	0 14¾
Pails, 20 lbs., per lb.	0 13½	0 15
Tins, 3 and 5 lbs., per lb.	0 13¾	0 15½
Bricks, 1 lb., per lb.	0 14¼	0 16
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¾	0 10¾
Tubs, 50 lbs., per lb.	0 10	0 11
Pails, 20 lbs., per lb.	0 10¼	0 11½
Hogs—		
F.O.B., live, per cwt.	8 95	9 15
Live, fed and watered, per cwt.	9 55	9 65
Dressed, per cwt.	12 25	13 75

BUTTER. — Market has seen no change since last week and same easy condition obtains. Storage butter is about cleaned up now, one dealer estimating that not more than 100 packages could be gathered up in Toronto. New butter continues to come in in ever increasing quantities but while quality is becoming better, there is still room for improvement and will be until the green grass comes up. As will be noticed in quotations below, range in quality requires wide range in prices. Otherwise quotations are unchanged.

Butter—		
Creamery prints, fresh made	0 29	0 33
Creamery prints, storage	0 28	0 30
Creamery solids, storage	0 27	0 28
Dairy prints, choice	0 25	0 28
Dairy, solids	0 21	0 27
Separator prints	0 26	0 28

EGGS.—With passing of Easter trade and Jewish passover season many dealers were looking for cheaper eggs but so far their hopes have not been realized. From this time on it is usual to put large stocks into storage and wholesalers would like to see prices come down a couple of cents on that account. Market depends now, however, pretty well on the buyers; if these are too eager to obtain supplies, prices will not come down. Situation at present is problematical as storage men have to remember the possibility of Oriental eggs invading the market next winter. At the Monday meeting of the Toronto Produce Exchange no eggs were offered.

Eggs, case lots—		Per dozen.
Strictly new laid, in cartons	....	0 24
Strictly new laid	....	0 22
Splits	0 18	0 20

CHEESE.—Situation in cheese continues firm with no change in prices. New cheese is coming along more and more freely but quantities are still insufficient to have much effect on the market and quantity is no better than usual at this time of year. At the meeting of the Toronto Produce Exchange on Monday offerings were as follows:—25 new large, 14¾; 25 new twins, 14⅞.

Cheese—		
Old, large	0 16	0 16½
Old, twins	0 16¼	0 16½
New, large	0 15¾	0 16
New, twins	0 16	0 16¼

HONEY.—"Honey is very flat," was reply of one dealer to query from Canadian Grocer. This opinion, however, is not new nor is it out of the ordinary. Prices are unchanged from one week ago.

Clover, bbls., per lb.	0 08	0 08½
60 30-lb. tins, per lb.	0 08½	0 09
10, 5-lb. tins, per lb.	0 09½	0 10
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	2 00	2 25

POULTRY. — Farmers continue to clean up surplus stocks of hens and gobblers and thus fair supplies of live birds are available. Demand is quite sufficient to absorb the offerings however, as a heavy call for these live birds comes from the Jewish trade. Ducks and geese are now very very scarce, and hardly obtainable. Quotations are unchanged.

Fresh Stock—	Live.	Dressed.
Fowl	0 16	0 18
Chickens, lb.	0 18	0 22
Geese	0 14	0 16
Turkeys, spring	0 17	0 22
Turkeys, old Tom	0 15	0 17

WINNIPEG.

PROVISIONS.—No change in prices. Exceptionally good business, especially pork cuts and smoked meats. Supply much better than last year. Prices expected to advance as soon as seeding commences.

Cured Meats—		
Hams, per lb.	....	0 19½
Shoulders, per lb.	....	0 12½
Bacon, per lb.	....	0 25½
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 12¼
50 lb. tubs	....	6 37
20 lb. pails	....	2 68
3 lb. tins, cases	....	8 10
5 lb. tins, cases	....	8 02

CHEESE.—The price of cheese has advanced another ¼c. Very little good cheese available.

Cheese—	
Large	0 17
Twins	0 17½

BUTTER.—Prices go no lower, and apparently prices of produce have reached bottom on everything. Butter holding firm until new supply comes on market.

Butter—		
Creamery, Manitoba	....	0 29
Creamery, Townships	0 32½	0 33
Dairy	0 19	0 24
Cooking	0 15	0 16

EGGS.—Prices are still low, though higher prices are looked for if anything.

Eggs—		
Extra first	....	0 19
Checks	....	0 14
Extras in cartons	....	0 23

GROCERS TELL HOW THEY EXPAND PROVISION TRADE.

(Continued from page 130.)

W. P. CROSBY, YARMOUTH, N.S.—My mottoes have always been: Cleanliness is first; Quality goods; Know your goods; Prompt service in the store and Prompt Delivery. With these qualifications you are bound to get your share and a little more of the trade. To make sales in any particular line above the actual demand, one must place the goods before his customers in a prominent place; they and the surroundings must be perfectly clean; he must know his goods and he must give good service.

* * *

KELLY, TAYLOR & CO., CHARLOTTETOWN, P.E.I.—We use the talking points Quality and Economy in pushing the sales of cooked meats, bacon, sausage, etc. It was in November, 1912 that we first began handling them and have found sales increase gradually ever since. We have found the window a good help in selling provisions and frequently use this medium to boost sales along. In summer we make it our particular business to get after all the cooked meat business we think we can get.

J. A. McKercher, Winnipeg, uses a receiving book, in which all goods coming into the store are entered and credited to the wholesalers who sent them. When the invoices come in, they are filed, and once a week the receiving book and invoices are compared. In this way mistakes are often caught.

SLIDING EGG PRICE TICKET.

The fluctuation in the price of eggs in Winnipeg towards the end of March caused grocers no end of trouble in having to change the cards in their windows. One of the large wholesale houses conceived the idea of supplying customers with window cards in which the price of eggs could be changed in a minute to suit the market. The designs varied and were in colors. In most of them the rooster was featured. On the back of the card was a groove containing a sliding strip of cardboard, on which were a number of consecutive prices, ranging from 20 to 30 cents. When eggs dropped a cent, all the grocer had to do was to pull the strip, and a lower price appeared in a square cut in the card.

THE
YOUNG COMPANY
LIMITED

Wholesale Grocers and Importers

We have three large warehouses with complete stocks at strategic points to supply your every need in quality groceries.

We ensure prompt shipments, a square deal, and efficient service. Your smallest order will receive our most careful attention.

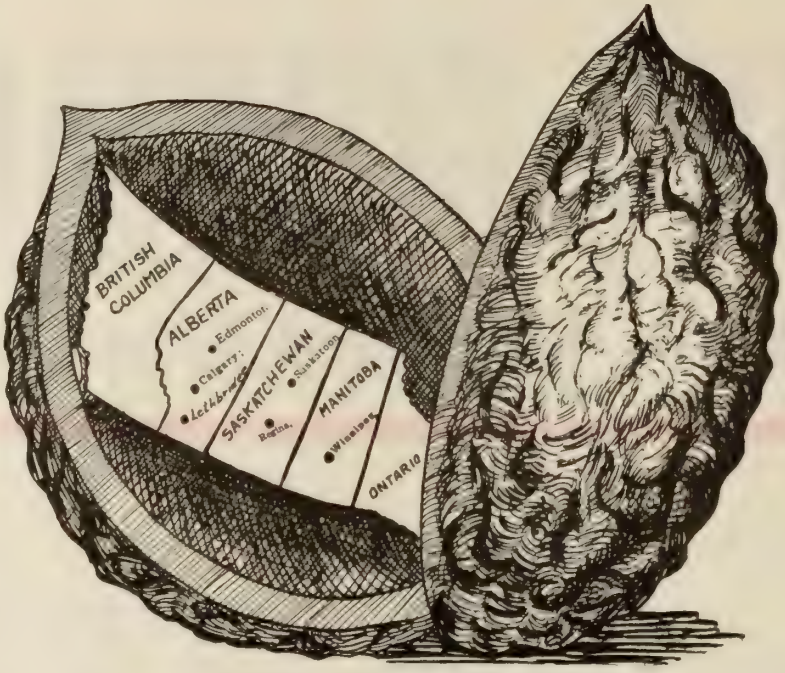
Get in touch with our nearest warehouse.

Warehouses at

NORTH BAY
The Young Company, Limited

TORONTO
The Davidson & Hay, Limited

SUDBURY
The Young Company, Limited



THE MEAT OF THE NUT MAY BE YOURS

Our organization is able to crack this nut, which gives you the trade of the Great Golden West. We have opened it for others. We can open it for you.

We help manufacturers and shippers to get a big share of the big business doing in this large and profitable country.

Our sales forces, well-distributed warehouses and unsurpassed shipping facilities enable us to place your goods on this large market, to even better advantage than you could with your own travellers.

Our travellers call personally and cover the entire Western territory regularly, and the strategic location of our large warehouses insures prompt service to your customers.

Write us for terms and particulars and let us know your lines. We will crack the nut for you and help you get a big share during 1914.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

HEAD OFFICE: WINNIPEG, MAN.

REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE

MATTHEWS-BLACKWELL, Limited

Pork and Beef Packers

Exporters and Provisioners

Head Office - - TORONTO, ONT.

Pork and Beef Products
Dressed Sheep, Lambs, and Calves
Butter, Eggs, and Cheese

In carloads, or any desired quantities shipped to all parts of Canada.

Dressed Meat Department

We have special arrangements with express companies for the despatch of telephone or telegram orders sent us.

Packing Plants:		Branch Warehouses:	
Toronto -	Ont.	Winnipeg -	Man.
Montreal -	P.Q.	Fort William	Ont.
Hull - -	P.Q.	Sudbury -	Ont.
Peterborough	Ont.	Sydney -	C.B.
Brantford -	Ont.		

Fresh British Columbia

H. Bell-Irving & Co.,
Limited (Agents)
Vancouver, B.C.

SALMON

Selected Fish

Early Run

DA COSTA & CO.'S
BRAND

Extra Fancy Barbados
Molasses

The standard of quality.

Remember the satisfaction it has always given you.

Ask your wholesaler for DA COSTA and take no other.

ASK FOR
DAPHNE
BRAND

SEEDED RAISINS

Your Customers like them

PACKED BY
GUGGENHIME & CO.,
SAN FRANCISCO

AGENTS
ROSE & LAFLAMME, Limited
MONTREAL

CANNED FOODS LIMITED

is now ready to contract futures, packed in over forty modern and well-cared-for canneries in the choicest vegetable and fruit-growing centres of Canada, to supply the wholesale trade with the purest and highest quality food products made.

More than

A MILLION CASES

OF VEGETABLES AND FRUITS

Don't Contract Futures

Before consulting us and reading our contract. We guarantee full delivery and quality. We protect you fully. We have attractive prices for spot goods. Wire or write us for your immediate requirements.

CANNED FOODS LIMITED

W. H. MILLMAN & SONS

General Sales Agents for Canada

TORONTO **VANCOUVER**

—the real GOLDEN *(only*

old-fashioned SYRUP *better)*

Made from First Quality Cane Sugar

You well remember the sugar syrup your Mother used to make—the kind that made your mouth water when you thought of syrup and griddle cakes—this is it, only better—richer, purer and far superior in flavor.

GUARANTEED NOT TO CONTAIN CORN SYRUP

Packed in 2-lb., 5-lb. and 10-lb. tins, 24, 12 and 6 to the case respectively.

FOR SALE BY ALL WHOLESALE GROCERS.

The **British Columbia Sugar Refining Co.**
Limited
VANCOUVER, B.C.

This is the Sauce

that is **imitated** for its piquant qualities and appetizing deliciousness but **never equalled.** It is the sauce of the connoisseur and the family, and is a favorite wherever introduced.

Remember the name—Paterson's Worcestershire Sauce.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTERS:
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Cleave's
DEVONSHIRE CREAM
Chocolate

Unrivalled!
Quality—A. 1.
Turn-out—Attractive
Profit—Good

ENTIRELY NEW 5 CENT LINES

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Write for Prices to Wholesale Agents
FRANK DAVY & CO., 6 St. Sacrament St., Montreal

Children to-day—Customers to-morrow

Chiclets
REALLY DELIGHTFUL

Bring them to your store:
The children bring the parents:
The parents bring business:

Chiclets
REALLY DELIGHTFUL

Bring Profits

Selling one of the little envelopes a day means $7.00 a year net Cash Profit for you. How many nickel envelopes can you sell in a day?

No harm in trying anyhow: You know all about displaying the box and the show card, but just whisper

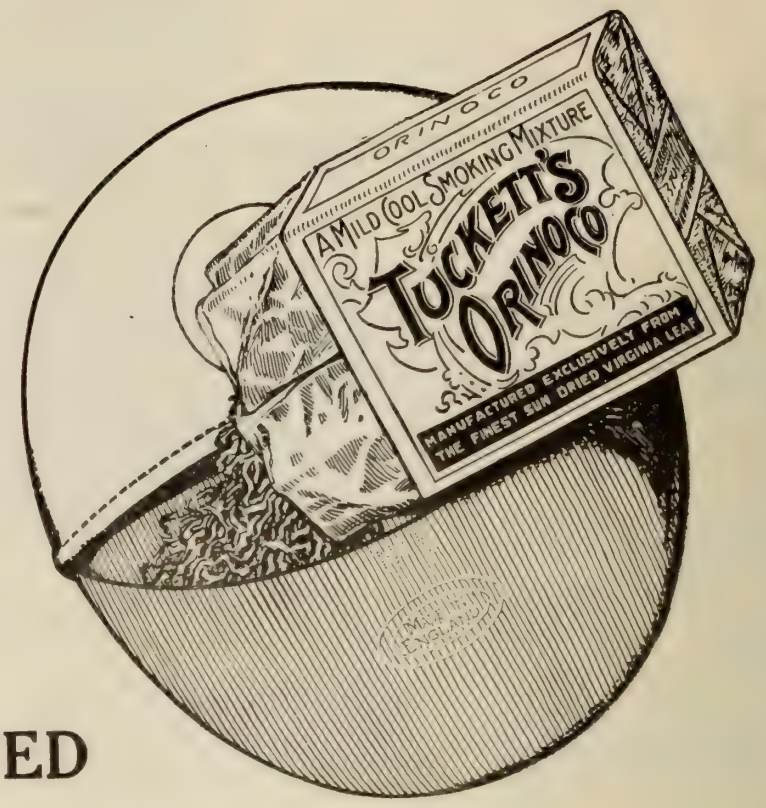
Chiclets
REALLY DELIGHTFUL

to everyone coming into your store—Then see if the cash register rings. Suppose you order a box from your jobber, just while you are thinking of it—and collect this Chiclet Coin.

Orinoco

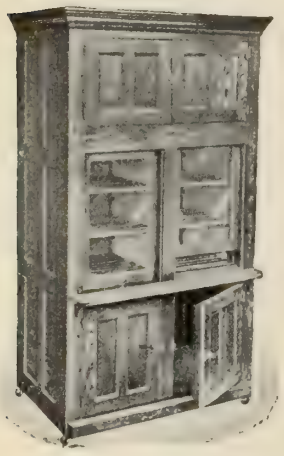
TUCKETT'S SMOKING Tobacco

The "Old Jimmy Pipe" will hold twice the pleasure for your smoking patrons if you sell them Tuckett's Orinoco—the pure Virginia first quality tobacco rich brown, full of flavor.
It is mellowed and aged in Nature's own way—cool, biteless and mild, with the fine pungent aroma of the pure Virginia leaf.
You'll be asked for it. It's a profitable line for your tobacco department.


ORINOCO
A MILD COOL SMOKING MIXTURE
TUCKETT'S ORINOCO
MANUFACTURED EXCLUSIVELY FROM THE FINEST SUN DRIED VIRGINIA LEAF

TUCKETT, LIMITED
Hamilton

EUREKA Refrigerators



The EUREKA is not a mere ice-box! It is a Refrigerator in every sense of the word—**a product that has demonstrated its superiority for over 28 years.**

Where Refrigeration is concerned you simply **cannot afford** to ignore the exclusive features of the EUREKA. Scientifically and practically built, they are recognized as the **Standard of Excellence,** and when an order is placed you take absolutely no risk, for every Eureka sent out is **fully guaranteed.**

The hot weather will soon be here; better have your Refrigerator installed right now. Remember, to take no risks it MUST BE an EUREKA.

Eureka Refrigerator Co.
LIMITED
31 Brock Ave., Toronto

The silver harvest of the sea!
"King Oscar" Brand Sardines

From the waters of Norway—the home of the finest sardines in the world—come "King Oscar" Brand. The quality and deliciousness of these sardines is known to consumers everywhere. They are packed in pure olive oil, and carefully selected for size.
The dealer who handles this brand is backed with quality, good profit, and a widespread publicity campaign.

CANADIAN AGENTS

J. W. BICKLE & GREENING
(J.A. Henderson)
HAMILTON, - CANADA

By Special royal permission.

Buy Sunkist Oranges *Now* Heaviest With Juice

We are advertising them to millions

We are telling **your customers** that Sunkist Oranges are now sweetest and heaviest with juice.

We are showing them the good that comes from eating oranges.

We are creating a demand for you to fill—see that you have the stock.

10,000,000 tree-ripened Sunkist shipped from California every day

Sunkist Oranges are glove-picked, tissue-wrapped and shipped on picking day, so are always fresh.

Tell your customers you have Sunkist Oranges.

Rogers Silver as premiums

We are offering in our advertising to consumers genuine guaranteed Rogers Silver as premiums in exchange for the wrappers from Sunkist Oranges and Sunkist Lemons.

It is an advantage to you, therefore, to leave the wrappers on as far as that is possible.

Take advantage of our publicity and the premium offers and display Sunkist Oranges and Lemons prominently. Order from your jobber to-day.

California Fruit Growers Exchange

105 King Street East, Cor. Church St.
TORONTO, ONT.

Every Household and Travelling Trunk ought to contain a bottle of

ENO'S "FRUIT SALT"

A gentle, natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for more than forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

"Yes, Ma'am

WINDSOR

is the best

Table Salt

we handle

With SNAP all hands can be clean

Snap, the original hand cleaner, easily removes all kinds of grease and dirt from the hands without the slightest injury to the skin—soothes and refreshes.
It will pay you to put lots of **Snap** into your business. A good profit is assured and a big demand is immediately created. Everybody needs it. Get **Snap** going in your locality. It pays.

SNAP COMPANY, Limited

MONTREAL

First—*and* Still the Best

Dominion Register Co.

Toronto, Canada

Trafford Park, Manchester, England

The Largest Manufacturers of Carbon-Coated Salesbooks in the World

Quality in Coffee

Quality, backed up by uniformity, and persistent advertising, has made

SEAL BRAND

the easiest coffee for you to Sell.

Our newspaper advertising covers Canada and thus paves the way for your **SEAL BRAND** sales.

We will send you electros free of charge if you can make use of them.

Goods well advertised are half sold !

CHASE & SANBORN

Montreal

Quality in Coffee

Chase & Sanborn Blends are not equalled at the price

Coffee blending is not acquired in a few months—that is coffee blending in its most practical as well as its scientific degree. It takes years of experimenting to become a perfect blender.

Chase & Sanborn blenders have devoted the greater part of their lives in attaining the degree of efficiency which enables them to produce blends such as those bearing the Chase & Sanborn Seal.

Whether the coffee is the most expensive or quite a moderate-priced blend, it must be perfect, otherwise a decided failure will be the result.

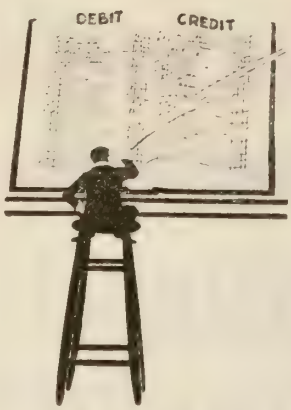
This is where Chase & Sanborn coffees excel — every grade is perfect and unequalled at the price asked. That is the reason for the high quality of our coffees and the keynote to Chase & Sanborn success.

We put up coffees in cans and in bulk, supplying with the latter fancy parchmentine bags bearing the label of the blend.

If you are not now handling Chase & Sanborn coffees we would like to have you get in touch with us with a request for samples of our various blends.

They are big business-getters and the stocking and pushing of them this year will make an expansion of business sure.

CHASE & SANBORN
Montreal



BAD DEBTS

The havoc such work throughout retailerdom is too well-known to dwell on. Just let us remind you of the advice given you by

Henry Johnson, Jr.

He has written advice of more than ordinary value on this subject, and begs you to get right after all outstanding accounts, as delays mean increased indifference on part of debtor, and so greater difficulty in collecting.

The Nagle Mercantile Company

If Henry Johnson, Jr., had known our Collection Service as well as hundreds of other retailers do, he would have pointed out the great feature of our plan—

NO COLLECTION—NO CHARGE.

We have splendid connections all over Canada. References are the highest. No bank can say anything but the highest of our honesty. Just send for forms. They contain full particulars, and the generous terms of our system will convince you that

"WE ARE UNIQUE AND SURE COLLECTORS."

JOBBERS, MANUFACTURERS and WHOLESALERS, write us about our SPECIAL 1% DRAFT

NO CHARGE NO COLLECTION

WE COLLECT ANYWHERE

Nagle Mercantile Company

WESTMOUNT, MONTREAL, P.Q.

COUPON

Nagle Mercantile Company
Westmount, P.Q.

Please mail us your Folder, "For the Credit Man," giving particulars and rates.

Name.....

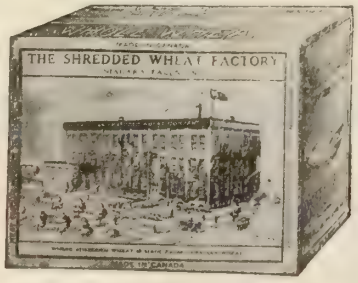
Address .....

Is Not a Mush or a Porridge

The wise, up-to-date grocer will sell what the customer asks for, but it is well to remember that

Shredded Wheat

is not a mush or a porridge. You have to chew Shredded Wheat. Children cannot bolt it down as they do a mushy porridge. Chewing is the first process in digestion. In children it develops sound teeth and healthy gums. It is always fresh, always clean, always pure, always the same.



TRISCUIT is the Shredded Wheat Wafer — a crisp, tasty, whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases, which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

Made By

The Canadian Shredded Wheat Co. Limited
Niagara Falls, Ont.
Toronto Office: 49 Wellington Street East

(54-A)

Continental Quality

has never been questioned.

If you have satisfied yourself that

Continental Grocery Bags

have no superior in any feature, consider the prices which are no higher than are usually asked for bags of inferior quality and make.

Samples on request.

The Continental Bag & Paper Company, Limited

Manufacturers **OTTAWA**

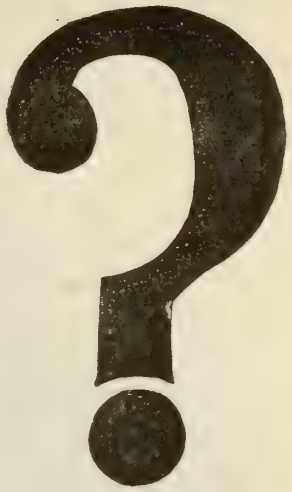
Branches, Montreal and Toronto.
Agencies throughout Canada.

IF

THERE ARE A FEW RESPONSIBLE MANUFACTURERS IN ANY PART OF THE WORLD WHO HAVE A LINE WITH SELLING FEATURES AND WISH TO SECURE A PAYING DISTRIBUTION ON THIS MARKET

WE

HAVE THE NECESSARY ORGANIZATION, A DOMINION-WIDE CONNECTION AND SPLENDID REPUTATION, ALL OF WHICH COMBINED FOR PAST 25 YEARS IN MARKETING QUALITY GOODS SUCCESSFULLY.



A FEW OF THEM

Borden's
Condensed Milk
Borden's
Malted Milk
Bensdorp's
Royal Dutch Cocoa
Carr's
English Biscuits
E. D. Smith's
Jams and Preserves
Pure Gold
Jellies, Spices, etc.
Melrose's
Famous Teas
Edwards'
Desiccated Soups
Postum
Cereal Foods, etc.
John Gray's
Peels and Confectionery
National Licorice Co.'s
Licorice and Gum
Knox's
Sparkling Gelatine
Roger's
Valencia Raisins
Thornton
Malaga Raisins
Castle Bros.'
California Fruits
Cottam's
Bird Seed
Babbitt's
"1776" Soap Powder
Royal Crown
Toilet Soaps
Pyramid
Fly Catchers

References—DUN'S, BRADSTREET'S
or any Bank.

Better Still—
MANUFACTURERS THEMSELVES.

The Canadian market is growing in importance every year and we are constantly studying plans whereby we can take care of all developments throughout the country.

Wm. H. DUNN, Limited

Over Twenty-four Years at Same Address

396 St. Paul Street, Montreal

Branch—Board of Trade Building, Toronto

You cannot afford to be without one

THE LOWEST-PRICED MEAT SLICING MACHINE MADE

"The Imperial"

You cannot slice your bacon, etc., by hand as quick or clean as you can by a machine, and you cannot hope to compete with your neighbor if you have no machine.

The "Imperial" is a wonder. Write now to any of the following:

W. G. Craig & Co., Ltd.

CANADIAN AGENTS

KINGSTON, ONT.

DISTRIBUTORS:

D. S. Robertson & Sons, Ottawa, Ont.
Eby-Blain, Limited, Toronto, Ont.
W. H. Gillard & Co., Hamilton, Ont
A. M. Smith & Co., London, Ont.
The Howe, McIntyre Co., Montreal, Que.
J. B. Renaud & Cie., Quebec, Que.
G. E. Barbour Co., Ltd., St. John, N.B.
Bauld Bros., Ltd., Halifax, N.S.
Codville Co., Ltd., Winnipeg, Man.
A. Macdonald Co., Ltd., Winnipeg, Man.
John Morrin Co., Ltd., Winnipeg, Man.
Codville Co., Ltd., Saskatoon, Sask.
Codville Co., Ltd., Moose Jaw, Sask.
Macdonald, Cooper & Co., Edmonton, Alta.
A. Macdonald Co., Ltd., Nelson, B.C.
A. Macdonald Co., Ltd., Fernie, B.C.
Kelly, Douglas & Co., Ltd., Vancouver, B.C.

The Canadian Fishing Co., Ltd.

VANCOUVER, B.C.

Producers and Shippers of

PACIFIC COAST FISH of all kinds

FRESH FISH — FROZEN FISH
SMOKED FISH — SALT FISH

Carload and less than carload shipments

CORRESPONDENCE SOLICITED

Parowax

(Pure Refined Paraffine)

Wins You a Steady Trade

because it gives satisfaction. It builds up repeat orders and is a quick mover.

Satisfied housewives everywhere use Parowax. They just add it to the soap in the washing, and the beautiful cleanliness that results without rubbing and scrubbing makes it a splendid seller.

Parowax is also in wide demand for sealing jellies and preserves. It makes an absolutely air-tight, mold-proof seal.

Parowax is put up in 1 4 lb. cakes, packed 4 in a carton; 20, 40 or 100 cartons in a case.

THE IMPERIAL OIL COMPANY, Limited

Toronto	Montreal	Winnipeg	Vancouver
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon

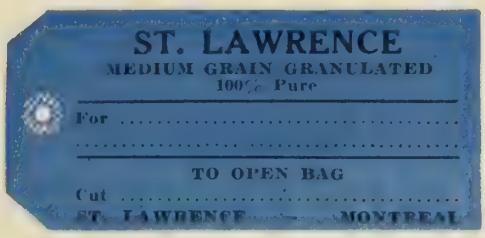
Fine, Medium, Coarse

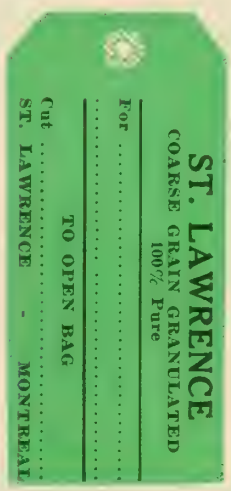
St. Lawrence

PURE CANE
Extra
Granulated
Sugar

is packed in three distinct sizes *of* grain to suit every requirement *of* your trade

Every bag labelled with one of these three colored tags





FINE

The fine-grained sugar is bright and even, and is asked for a great deal by consumers. **Bears the Red Tag.**

MEDIUM

The blue label indicates that the bag contains an especially refined medium - grained sugar.

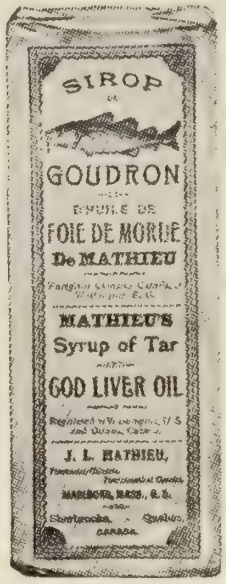
COARSE

This sugar meets the demand for a large, bright-grained table sugar — really good-sized crystals.

SPECIALIZE ON THE GRAIN YOUR CUSTOMERS PREFER

It Costs No More

Colds are Common in Spring



The sudden changing of weather from cold to warm makes colds very prevalent in Spring. The grocer has an even chance with the druggist to supply this far-famed remedy

Mathieu's SYRUP OF TAR *and* COD LIVER OIL

There are times when your customers are suffering from slight attacks of cold, and should take a good remedy, but they do not think it worth while going to a drug store.

By keeping this famous, dependable cure for La Grippe, Pneumonia, Colds and Coughs displayed and suggesting it to your customers, you will materially increase your yearly profits.

Mathieu's NERVINE POWDERS

Your patent medicine department should not be without Mathieu's Nervine Powders, for they are year-round sellers. They quickly remove fever pains, headache and neuralgia that accompany or follow colds. They act speedily and are perfectly safe.

We have testimonials from merchants and their customers all over the country as to the great sale and virtue of these powders.

Let us send a trial order of both medicines.

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have La Grippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth
18 Powders for 25 cents
DIRECTIONS

J. L. Mathieu Company, Proprietors

SHERBROOKE **QUEBEC**

Newton A. Hill, 25 Front St. E., Toronto, Ont., Distributor for Western Ontario.
Chaput, Fils & Cie., Montreal, Quebec

Sir:—

Thorough and comprehensive advertising is constantly increasing the demand for

Redpath

Extra Granulated Sugar

We are educating the housewife to buy our product and she is immediately impressed with its clean, white appearance and its purity—she becomes a regular and permanent customer.

Are you in a position to supply this demand? Stock Redpath Sugar and avail yourself of that increase of business which we are creating. The name 'Redpath' is a guarantee to your customer that you are selling the best obtainable. You will find our sugar, in large or small bags and cartons, exceedingly easy to handle—no weighing, no parcelling—a big saving of time and labor for you and your clerks.

Redpath

is put up at the Refinery in

10 Pound,
20 Pound,
50 Pound,
and
100 Pound
Cloth Bags
and in
2 Pound
and 5 Pound
Sealed Cartons

Canada Sugar Refining Co., Limited

MONTREAL

You can't afford to **sell** kerosene or gasolene by "guess" until the day comes when you can **buy** it that way. The tank wagon man doesn't fill your tank and then say: "O, I guess that will be about $5.00's worth." You can't afford to fill a measure for a customer and say: "O, I guess that will be about 5 cents' worth, Mrs. Smith." You buy a certain number of gallons at a certain price per gallon, you ought to sell just as accurately. It takes a

BOWSER ESTABLISHED 1885

Outfit to turn the trick. It will give you a clean profit and a clean store. It measures any desired quantity of oil or gasolene and shows you how much to charge. It cuts off the oil as soon as you cease to pump — there's no dropping or dripping. No splashing. No dirty oil measure or funnel. Let us have your name and we'll send you some facts that will surprise you. Bowser Outfit and Oil Profit go together. Write us. No obligation incurred.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue, - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.
Established 1885.

"Club House" Brand
SPANISH OLIVES

Grocers everywhere bank on the quality of "Club House" Olives. They are the finest grade of Seville Olives, prepared right and put up in brine made from the pure, healthful water from our own artesian well. They are always crisp and fine flavored. Every bottle guaranteed. Put up in different styles and sizes of bottles.

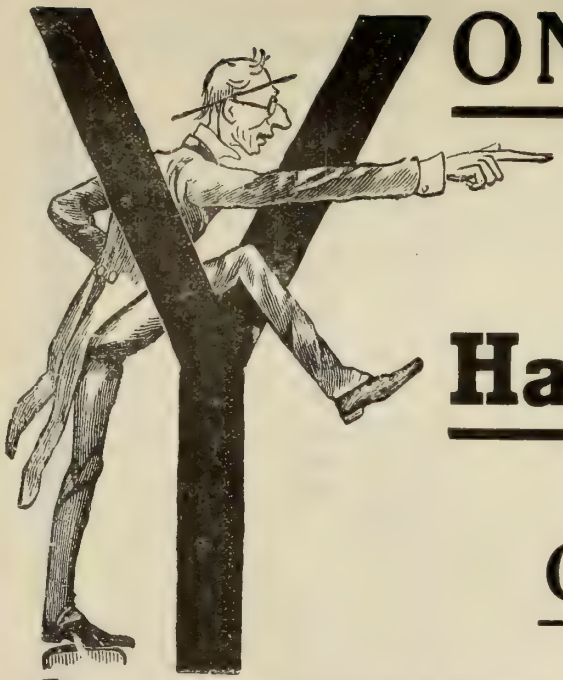
If not in stock send a trial order to-day.

GORMAN, ECKERT & CO.
LIMITED

LONDON **ONTARIO**

Western Selling Agents

MASON & HICKEY **WINNIPEG**



YONDER

THEY ARE

Harper XL Products

LEMON PIE FILLING
CHOCOLATE FILLING
VANILLA FILLING
GRAVY SOUP CRYSTALS
MEADOW SWEET CHEESE

GOOD REPEATERS

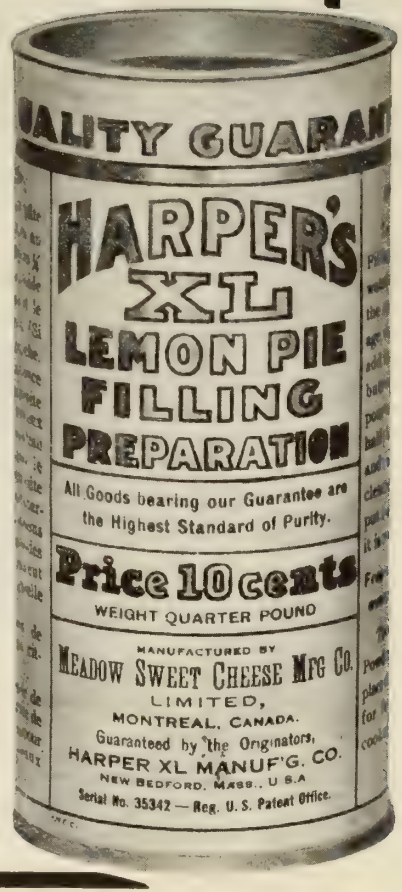
Lemon Pie Filling — A food product completely in a class by itself. The large number of housewives who have tried it say "It is simply remarkable." All the flavor of the fresh lemon is there, just the essence of the finest lemons worked into a filler in conjunction with other ingredients. It is a big seller. Try it.
THE YELLOW TIN.

Chocolate Filling — Of superb quality. Unexcelled for home pastry work. The housewife will like it. Just introduce it and we have no hesitation in backing it as a winner.
THE CHOCOLATE TIN.

Vanilla Filling — The unique nature of this filling appeals to all. It leaves that sweet vanilla flavor so lacking in many extracts.
THE VANILLA TIN.

Gravy Soup Crystals
An original product made according to the formula of a prominent Chef who has cooked for their Royal Highnesses the King and Queen of England when Prince and Princess of Wales, and many English noblemen.
SOUP IN ONE MINUTE.

Meadow Sweet Cheese
The King of Cream Cheese. Has a piquancy all its own. The most attractive package on the market, arranged so as to preserve its purity and excellence.



WRITE FOR PARTICULARS

We Have the Goods. **Their Individuality Means Magnetism and Profit to the Dealer**

MEADOW SWEET CHEESE MFG. CO., LIMITED
Montreal

A TRIO THAT PULLS

QUALITY SATISFACTION PROFIT

BEAVER BRAND LOBSTER

The choiceness of the meat and the fact that they are put through **our own process** combine to stamp them as A1.

BEAVER BRAND CANNED CHICKEN

If any other farms produced better poultry than those of Prince Edward Island we would patronize them, But there are none, so that our canned chicken is superlatively good.

ICE CASTLE MACKEREL

The best mackerel from the Gulf of St. Lawrence (which produces the best) only are used.

Government Inspectors pronounce the plant CLEAN and SANITARY

J. W. WINDSOR, - MONTREAL

PRINCIPAL CANADIAN AGENTS: Winnipeg, J. J. Tomlinson & Co. Hamilton, A. E. Richardson & Co.
Kingston, Jas. Craig. Quebec, Albert Dunn. Sydney, N.S., O. N. Mann.

MOTT'S

---the chocolate that is growing in popularity every day because it is always uniform and pure

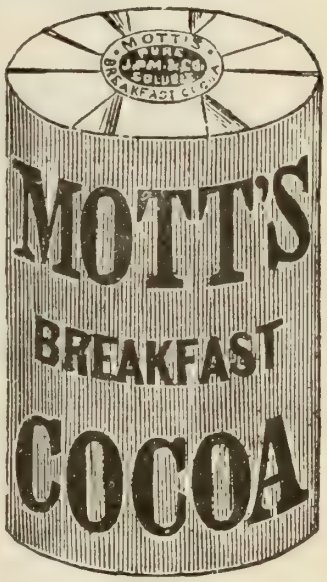
Here are reasons why you should sell these three lines of quality Chocolate.

People have acquired a higher taste for chocolate and cocoas. They demand the very highest quality.

Mott's Breakfast Cocoa will please the most fastidious tastes. It makes a delicious and healthful beverage, excellent for cooking or baking.

Mott's Elite Chocolate is a high-grade unsweetened bar chocolate — especially suitable for cake icing, making fudge, etc.

Mott's Pure Nut Milk Chocolate. A delicious chocolate for eating. Made from best grade of cocoa, milk and freshly roasted nuts.



These are high-grade lines that you should keep to the front. They sell at popular prices and allow an exceptionally good profit.

ORDER FROM YOUR WHOLESALER

John P. Mott & Co.
MANUFACTURERS
Halifax, N.S.

LET THE GOLD DUST TWINS EXPAND YOUR BUSINESS AS THEY ARE DOING FOR OTHERS

WITH the country-wide advertising which has been done to introduce this world famous cleanser and to keep it before the public, there is no doubt whatever about the value of

Gold Dust

to you in your business. This much-talked-of cleanser, if given the preference in your store, will create and hold business for you which will mark 1914 as a year of expansion.

"GOLD DUST" sold in 5c and larger packages, makes an especially attractive line to handle from the profit standpoint. It has the added advantage of having an especially attractive appearance for display purposes.

Now is the time to stock up with "Gold Dust"—Spring House-cleaning Time is "Gold Dust" Time.

The N. K. Fairbank Co., Limited

MONTREAL

"Let the GOLD DUST TWINS do your work"

GROCERS

You are not getting your **legitimate share** of the **increase** in the **Tea Business** claimed by the **highly advertised** Packet Tea Packers.

It goes to the **Butcher, Baker, Confectioner, Fruit Dealer, Candy Shop, Toy Shop, etc., etc., etc., etc., etc.**

Wake up and **handle Teas** that you can **control.**

You are the **legitimate distributor of Teas.**

Fight for what **should** and **can** be **yours.**

For your **Tea Trade** and **Pocket's sake** sell our **Standard Blends.**

Made up by **Tea Experts, unequalled for Quality, Richness and Flavor.**

We guarantee success and will take **back at our expense** any blend **not perfectly satisfactory.**

		COST	SELL
1 Star	Sweet, pungent draw, mixed, suitable for Lumbermen and Contractors	16c.	20c.
2 Star	Fine liquor, good, regular leaf. Black, Green or Mixed	19c.	25c.
3 Diamond	Choice, flavory, rich liquor, handsome leaf. Black or Mixed	22c.	30c.
3 Diamond	Golden color, piquante liquor. Green..	22c.	30c.
4 Star	English Breakfast Tea, a powerful blend of Indian and Ceylon. Fine quality and flavor	27c.	40c.

EBY-BLAIN, LIMITED

WHOLESALE IMPORTING AND MANUFACTURING GROCERS
COFFEE ROASTERS, SPICE MILLERS and TEA BLENDERS to the TRADE
TORONTO CANADA

J. F. EBY, President HUGH BLAIN, Vice-President

TRADE MARK KEYSTONE BRAND REGISTERED

WHISKS

A whisk is a household necessity which every retail grocer handles, and on which he makes a good profit. Every jobber should therefore be in a position to supply his customers with this line by handling a few of our

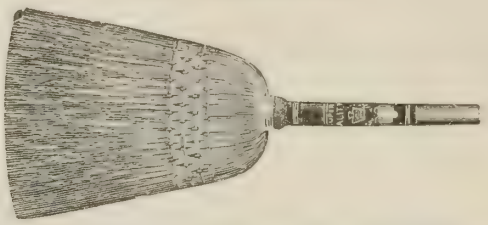
63 Varieties

BROOMS

There will be an immense quantity of brooms used during the next two months. Get in line to secure your share of this trade by putting in a stock of such reliable lines as "Klondike," "Jubilee," and "Nugget."

STEVENS-HEPNER Co., Ltd.

Port Elgin, Ont.



Canadian

Canners

Do you use glass containers for your products? Then you know the difficulty in obtaining a perfectly satisfactory closure, one that is liquid and air-tight, that will not come off in transit and yet is easily removed by the consumer.

Anchor Caps fill all these requirements and more. By sealing on the side they obtain the largest and most nearly perfect sealing surface, and at the same time prevent the goods coming into contact with the rubber.

The sealing operation is such that no direct pressure is placed on the glass, so that, while an absolutely liquid and air-tight seal is secured, the sometimes heavy percentage of breakage found with all other mechanical seals is unknown.

Anchor Caps are now made in Canada in all sizes to suit all varieties of tumblers, jars and bottles, and may be used either with or without a vacuum. All glass companies make ware for this Cap, so you may obtain the complete package in your own market without the additional charge for duty.

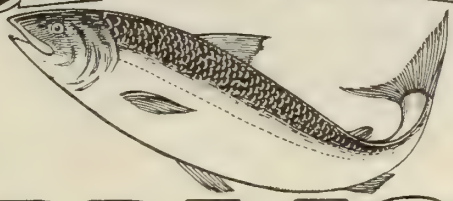
Write us for particulars before placing your order for your new pack. Catalogue and price list mailed on request.

The Anchor Cap & Closure Corp. of Canada Limited

Sudbury Street, Foot of Dovercourt Road

TORONTO, Ontario

CHOICE SOCKEYE



SALMON

TRADE MARK
DIRECTIONS:
WHEN REQUIRED HOT PLACE THE CAN BEFORE BEING OPENED INTO BOILING WATER FOR TWENTY MINUTES
MAPLE LEAF BRAND

THE BEST PROCURABLE IN THE WATERS OF

THE GREAT PACIFIC COAST

PACKED IN

ONE POUND **TALL TINS** ONE POUND **FLATS** HALF POUND **FLATS**

EVERY TIN GUARANTEED.

Noël's FANCY GROCERIES

AWARDED GOLD MEDAL, FRANCO-BRITISH EXHIBITION
LONDON, 1908

The ten lines here shown represent a few of our great variety of similarly attractive goods.

Col. Skinner's Chutney,
One pint bottle.

Afternoon Tea Preserve
Scarlet Strawberry

Fish Paste
Anchovy

Walnut Pickles,
Half pint bottles.

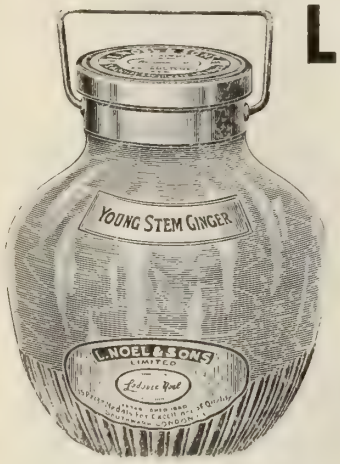
Piccalilli Pickles
One pint bottles.

Meat Paste
Chicken and Ham

Full particulars will be forwarded upon application.

Our Agents carry a stock of these lines.

Mango Chutney,
Quart bottle.



Young Stem Ginger
Globe

L. Noël & Sons, Limited

SOHO WORKS, LONDON, ENG.

Canadian Agents:

HENRI JONAS & CO., 389-391 St. Paul St.
Montreal, P.Q.

HAMBLIN & BRERETON, LIMITED

149 Notre Dame Ave. East

510 Ninth Ave. West
CALGARY

WINNIPEG
Manitoba

842 Cambie St.
VANCOUVER

Fish Paste
Salmon and Shrimp

Meat Galantine
Turkey and Tongue

W. H. ESCOTT CO., Ltd.

WHOLESALE GROCERY BROKERS

WINNIPEG **CANADA**

Branches, Experienced Salesmen, and Excellent Storage Accommodation at

REGINA

CALGARY

EDMONTON

Covering the Wholesale Centres in the Provinces of Manitoba, Saskatchewan and Alberta Completely.

WE MAKE A SPECIALTY OF HANDLING CONSIGNMENTS AND POOL CAR SHIPMENTS.

HEAD OFFICE: 181-183 BANNATYNE AVE., WINNIPEG

The Brantford Scale

is the scale for you

CAPACITY 2 LBS.

Made in Canada by **Canadian Workmen,** in all sizes from 2 lbs. to 40 lbs., for the Confectioner, Grocer and Butcher.

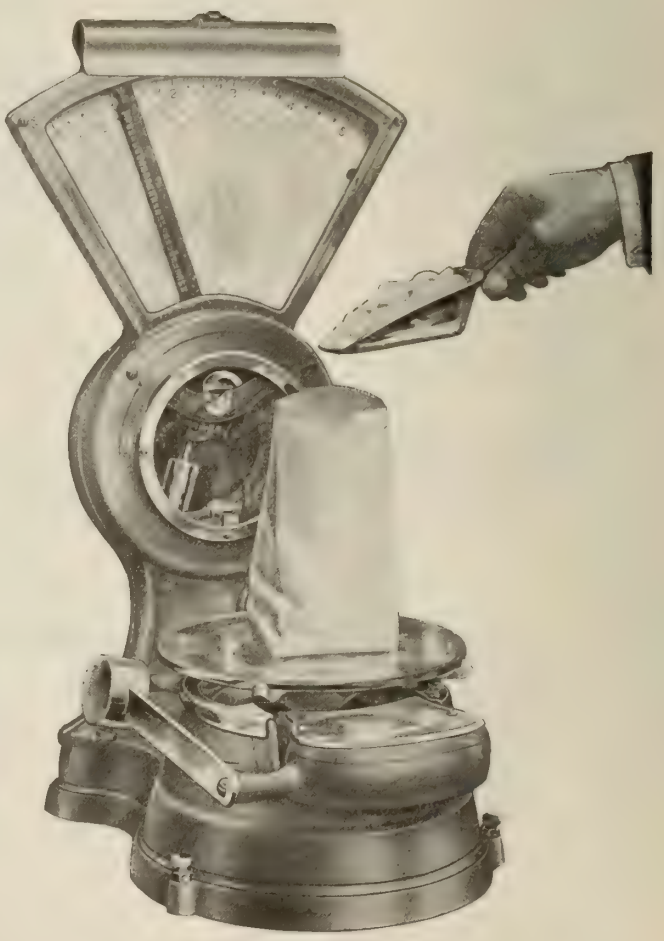
Agate Bearings. No Springs.

Fully guaranteed, beautifully enameled and nickeled.

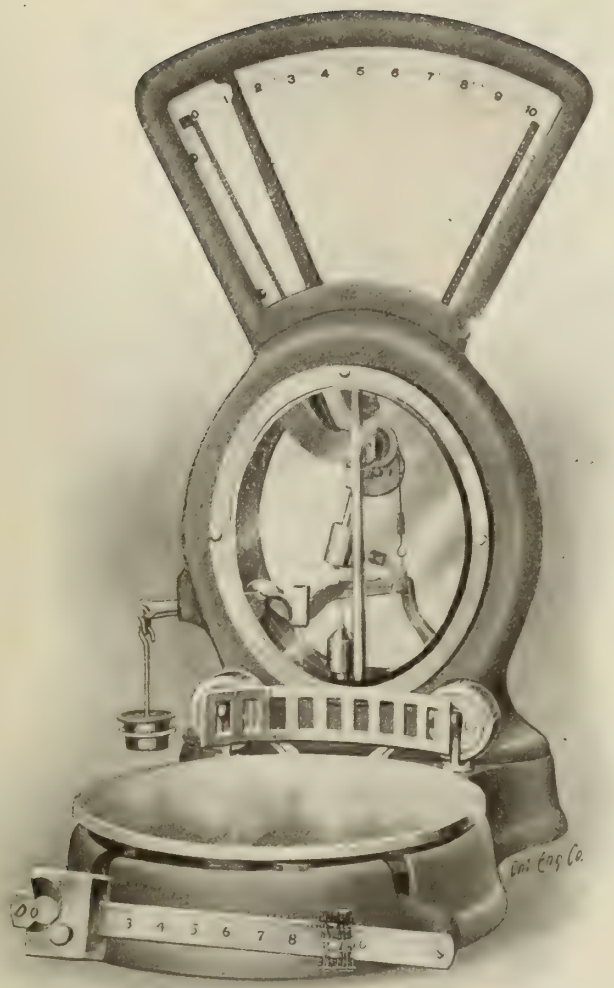
Used in the Post Office Department and endorsed by the Dominion Government.

Note the low platform, only 4 inches high.

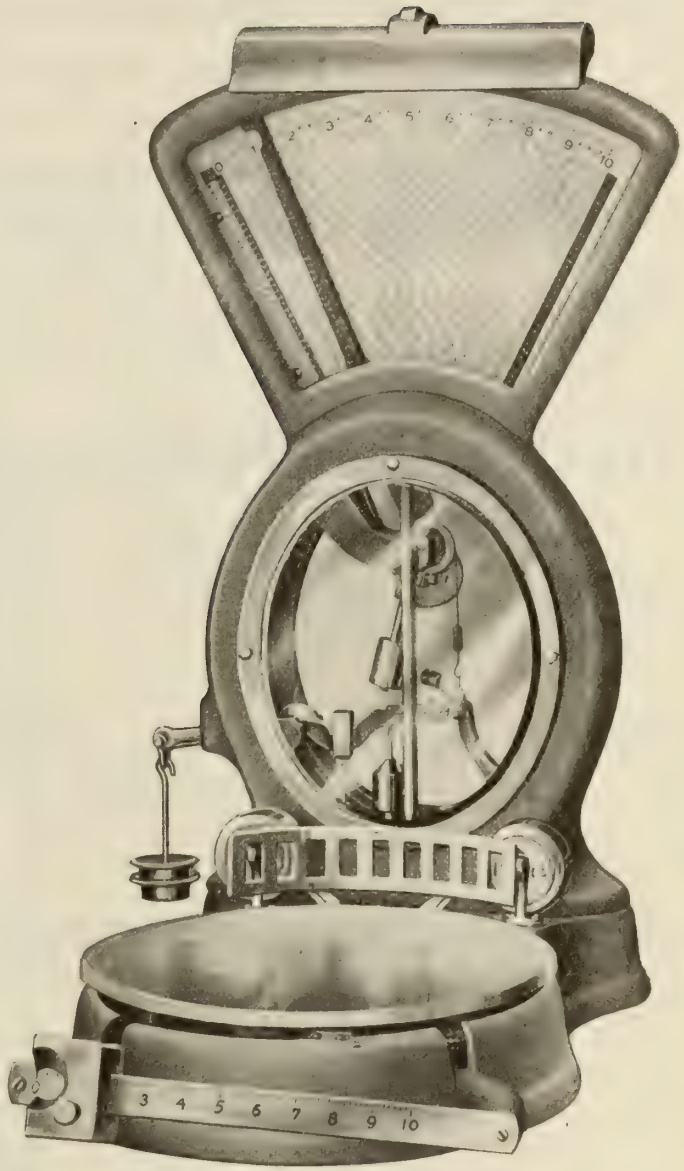
CAPACITY 5 LBS.



CAPACITY 10 LBS.



CAPACITY 30 LBS.



CAPACITY 40 LBS.

Brantford Scales

are built to last by expert scale mechanics, and should last a business lifetime. Many new and important features enter into their construction, all of which go to make them VERY SENSITIVE, ACCURATE and DURABLE.

No complicated parts.

Nothing to get out of order.

Our **SCALES** are being used by many of the brightest and most successful merchants, and we have many unsolicited testimonials.

Sold on the easy monthly payment plan.

Write us for Catalogue, Prices and Terms.

The Brantford Computing Scale Co., Limited

BRANTFORD, CANADA

Some good territory open for active, experienced salesmen

Get this fellow working for you

Right now, during the Spring housecleaning season, **Bull Dog** Specialties will pull and hold good trade to your store. The profit makes it worth while stocking these lines.

Bull Dog Cleansers

Clean up everything

Bull Dog Ammonia Powder, **Bull Dog** Chloride of Lime, **Bull Dog** Borax, **Bull Dog** Liquid Blueing, **Bull Dog** Liquid Ammonia.

Order you supply now.

The John B. Paine Co., Ltd.

TORONTO, Ont. MONTREAL

AGENTS:—Marshall Brokerage Co., London, Ont.; W. Lloyd Lock & Co., Winnipeg; Jackson's, Ltd., Calgary; Geo. C. Benjamin, Edmonton, and all wholesale houses.

RONUK POLISHES

RONUK FLOOR POLISH

RONUK FURNITURE POLISH

RONUK SHOE POLISH

—mean more business and better business for dealers who carry them.

This is because Ronuk Chemists have devoted years of study to their preparation and each one, whether it be for wood, or metal, or leather, is a scientific compound which is the best polish it is possible to produce for its particular purpose.

Consequently each sale of Ronuk means a satisfied customer for you.

And then Ronuk is being extensively advertised.

In fact Ronuk is something so good that you can hardly afford to miss it.

Better not.

For prices, etc., write to

RONUK LIMITED

Factory, Portslade ENGLAND **91-93 Youville Sq. MONTREAL**

Canadian Head Office

53 Yonge Street, TORONTO

Cochrane Hardware, Limited, Sudbury, Ont.; Sault Ste. Marie, Ont.; North Bay, Ont. The Marks, Clavet, Dobie Co., Limited, Port Arthur, Ont. Chapples, Limited, Fort William, Ont. The J. H. Ashdown Co., Limited, Winnipeg, Man. W H. Thorne & Co, Limited, St. John, N.B.

A Saving

COCO-BUTTER

The housewife finds this a splendid substitute for butter for cooking and pastry work.

Never goes Rancid.
100% Pure Vegetable Fat.
1 lb. goes as far as 1½ lbs. butter or lard.

Manufacturers

We are just making connections with European houses for supply of
Hard Butter for Candy-making,
Crude Oil for Soap Manufacturers.
Crude Oil for Peanut Roasters.

Write immediately.

Colonial Coco-Butter, Limited, Montreal

The Breault-Gill Line of
Prepared Mustard
Picalilli and Chow Chow

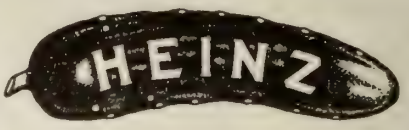
This is a line especially prepared for fine table use, and as such is fast growing an enviable reputation. Your smallest order will get prompt, careful attention.

Write for prices.

Breault, Gill & Co.

622 ST. PAUL ST. MONTREAL

Agents Wanted



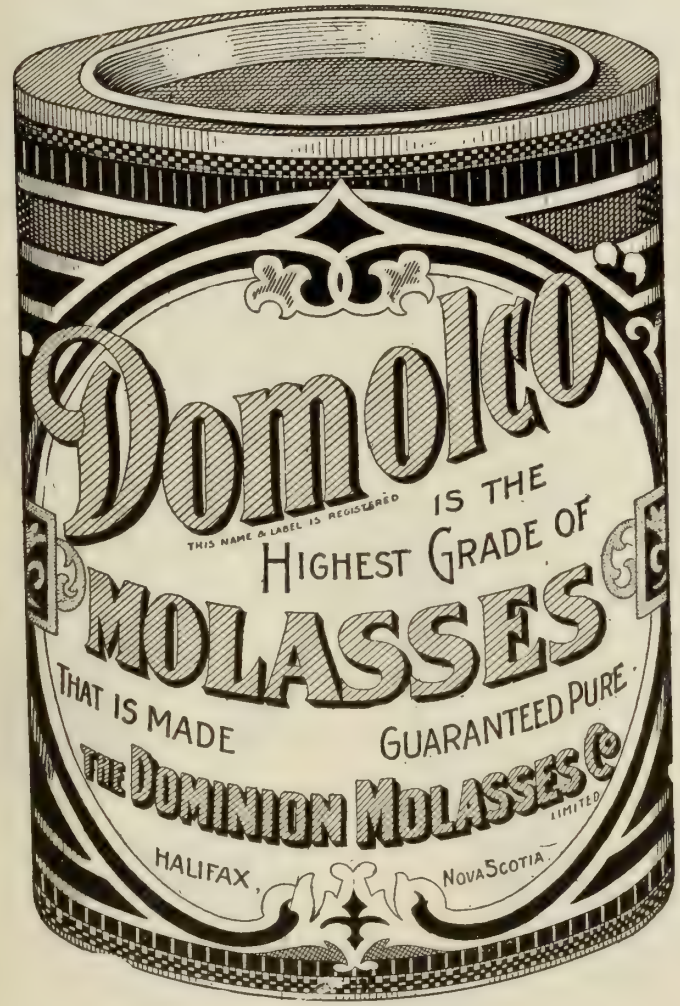
Advertised Goods and Easy Sales

go hand in hand. You can handle the largest volume of business with the least work and expense by giving customers the standard advertised articles they *know* about and *want*.

The national advertising of Heinz 57 Varieties creates strong consumer demand; our Grocers' Service Department will help you to turn this demand into sales. Ask our salesman or write us for full particulars.

H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
PITTSBURGH, U. S. A.

Down Barbadoes Way



ON the little Atlantic Island of Barbadoes, whose location is most conducive to the luxuriant growth of all things tropical, grows the extra fine quality of sugar cane which produces the Domolco Molasses.

BARBADOES Molasses in its crude state is a wholesome food, but we are not content with this, and by our own process remove all impurities before canning, leaving it truly the purest, most wholesome, palate-tickling molasses on the market for both table and cooking purposes.

WE absolutely guarantee Domolco to be pure and of superior quality. Prices sent on request.

This molasses has been advertised extensively, and has a big sale throughout the Dominion. Why not take advantage of this advertising and fill the desire already created for "Domolco"?

The Dominion Molasses Co., Limited

HALIFAX, N.S.

BEE BRAND

5c —for the most delicious Jellies ever made!

Don't pay 10c for your Jelly Powders! For half this price you can buy the very best. If you ask for

BEE BRAND JELLY POWDERS

Every ingredient used in these Powders is the finest money can buy. Choice fruit extracts—all flavors.

Ask your grocer, or we will deliver five assorted packets for 25c. Write

THE BEE STARCH CO. Montreal, Que.

One Pint of Delicious Jelly for 5c

Yes, and the very finest Jelly, too. Send to your grocer's for a five-cent packet of

BEE BRAND JELLY POWDERS

One packet makes a pint of pure, sparkling, tempting jelly, as delicious as it is pure. You can't buy finer Jelly Powders than these!

Ask your grocer, or we will deliver five assorted packets for 25c. Write

THE BEE STARCH CO. Montreal, Que.

Better than any 10c Jellies ever made.

Only 5c a Packet. Ask your Grocer.

How we co-operate with you

The two ads. here shown serve as an illustration of how we co-operate with the grocer in interesting the housewife in Bee Brand products—in interesting her in saving money on her purchases of Jelly Powder and at the same time getting a quality that rivals the best.

Try Bee Brand yourself. Compare it with your 10c lines.

Dealers, write direct and ask us for proposition.

Dealers, write us direct for our plan. There is money in it for you.

Bee Starch Company

449 St. Paul Street - - MONTREAL

Give your customers more value *for* their hard-earned dollars

Bee Brand Specialties, Jelly Powder, Starch and Borax, are gaining a country-wide reputation for exceptional value.

January 1914 Increase Over January 1913 - **100%**
Average Monthly Increase To Date - - **60%**

The Reason Is Evident

Popularity—The Cause Expansion—The Effect

Bee Brand Jelly Powder

With a package of Jelly Powder that sells for 5c, and equal in quality to any 10c line on the market, why can you not expand your business in Jelly Powders to an enormous degree?

You can give a written guarantee with every package of Bee Brand Jelly Powder, and we will stand back of it. It is the biggest value ever offered to the trade.

Bee Brand Starch

Your housekeeping customers will appreciate the value of a starch that will never allow the iron to stick, but gives a high polish that never cracks and is always pliable. Bee Brand Starch is prepared from a special formula which has these exclusive features. Introduce it to your customers.

Bee Brand Borax

The superior quality of Bee Brand Borax is evident from the continued growth of its sale throughout Canada. As a cleansing medium it has no equal.

Expand your business this Spring and Summer by pushing Bee Brand Specialties. Order trial shipment to-day.

We want you to write direct and connect with us. We have a money-making plan.

Responsible Agents Will Hear of a Good Proposition.

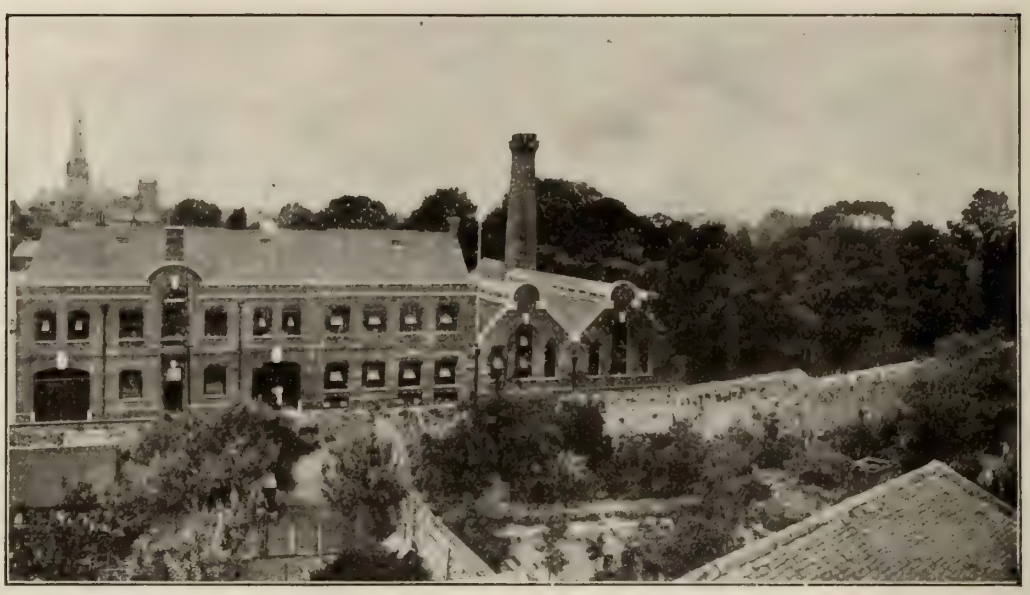
The Bee Starch Company

MONTREAL

C. SHIPPAM LTD.
CHICHESTER, ENGLAND

MAKERS

"Chichester" Brand Soups, Potted Meats, Tongues, Sausages, Table Goods.



This Photo Gives But a Very Inadequate View of the Works at Chichester
FACING THE OLD ROMAN WALL

Founded nearly 170 years ago, before railways, steamships, motor cars or aeroplanes. Shippam was a household word in those days. Now known in every part of the globe. Upon Capt. Scott's memorable expedition to the South Pole Shippam's goods were taken to 140 miles of the South Pole and enjoyed by him and comrades on Christmas Day.

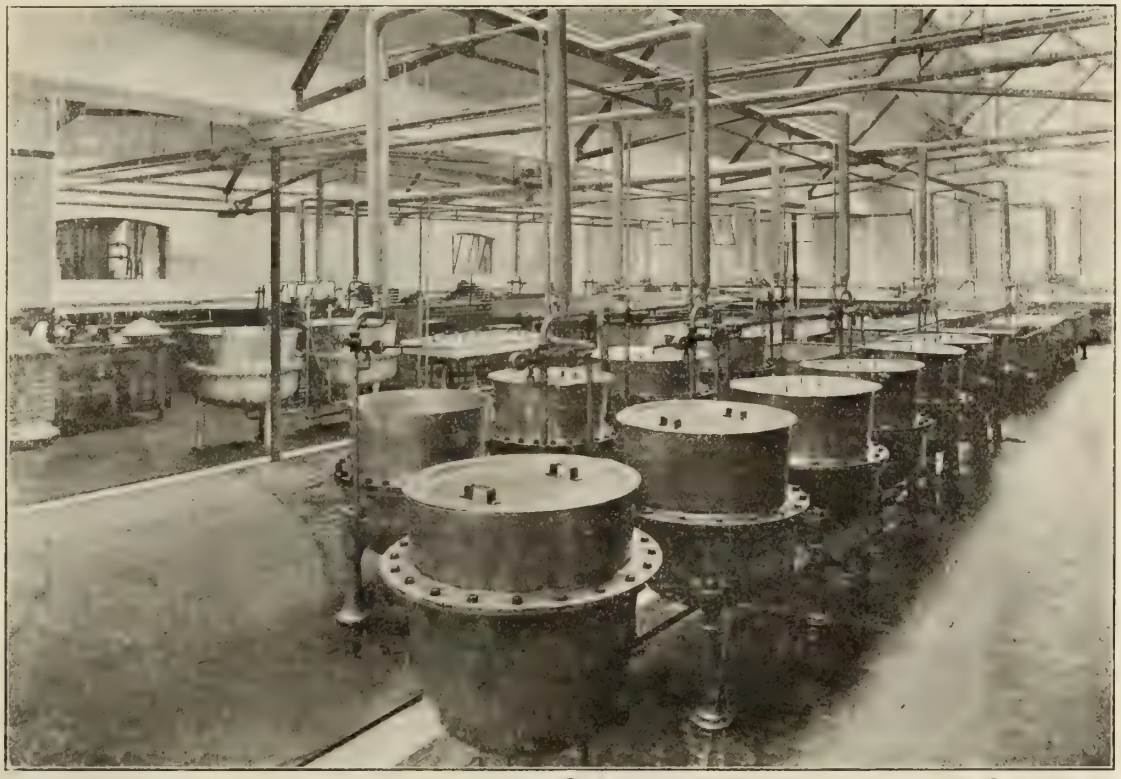
In all stages of preparation of the Chichester Brand, the most scrupulous cleanliness and care is exercised.

The factory is constructed of glazed white bricks throughout, with due regard to fresh air, light and space—factors essential to hygiene conditions for the preparation of foods. It is the most up-to-date factory in the United Kingdom. While the care in selecting but the **best** meats, game, poultry, fish, the high quality of the goods has made the Shippam goods the favorite with discriminating buyers. Gained many gold medals and awards of merit for all that is required in food manufacture.

Founded

TRADE MARK. **1750**

On the opposite page a few of the productions are illustrated



A VIEW OF COOKING ROOM

C. SHIPPAM LTD., Chichester, Eng.

CANADIAN WHOLESALE AGENTS:

THE MACLAREN IMPERIAL CHEESE COMPANY, LIMITED, - - - - - - - - TORONTO
MESSRS. RUTTAN, ALDERSON & LOUND LTD., FORT GARRY COURT, - - - - WINNIPEG
MESSRS. NEWMARCH, COOPER & CO., 351 HOMER STREET, - - - - - VANCOUVER, B.C.

The Richards Pure Soap Co., Limited

MONTREAL OFFICE:
206 St. Nicholas Bldg.

HEAD OFFICE:
Woodstock, Ont.

Your Wholesaler can supply you at once.

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*

MEPHISTO

BRAND

LOBSTER

¼'s - ½'s - ¾'s - 1's

Packed under the most improved sanitary conditions, in large, modern factories.

This Brand is a standard throughout Canada and the United States.

Specify "Mephisto" when you next order Canned Lobster. Quality unsurpassed.

Fred Magee Limited, Packers

Port Elgin, N. B. Pictou, N. S. Summerside, P. E. I.

Price Comparison Table for the Last Quarter Century--Toronto Basis

	1914	1913	1912	1911	1910	1909	1908	1904	1900	1894	1889
Sugar, extra gran., bags	$4.21	$4.60	$5.45	$4.60	$5.20	$4.80	$4.90	$4.23	$4.58	$4.55	$8.15
Butter, creamery prints, fresh	31½	.34½	.37	.28	.31	.25	.31	.21½	.22½	.24	.25½
Eggs, newlaid	.22	.22	.25	.19	.20	.19	.18	.23	.14	.10½	.12
Cheese, large, old	.16¼	.15	.17	.14½	.12¾	.14¼	.14¼	.11	.13¼	.12	.11
Hogs, live, f.o.b.	8.95	9.30	7.50	6.40	9.50	7.00	5.40	*6.30	6.25	*5.75	*6.64
Hams, light	.19	.18½	.16¼	.15½	.18	.14¼	.14¼	.13	.12	.11	.11½
Bacon, breakfast	.20	.20	.16½	.16¾	.18¾	.15¼	.14¾	.12¾	.12.	.11¾	.09
Ham, boiled	.26½	.26½	.23	.20½							
Lard, pure, tierces, per lb.	.13¾	.14¼	.12¾	.11½	.16½	.13¼	.11½	.08¼	.07¾	.09	.10½
Lard comp., ditto	.10¼	.09¼	.09½	.10¾	.13	.09¾	.08¾	.08	..	.08	..
Rolled Oats, small lots, 90 lbs. in jute	2.31	2.15	2.50	2.05	2.20	2.60	3.25	2.40	1.95	2.00	2.25
Potatoes, 90 lb. bags	1.05	1.05	1.80	1.10	.55	.80	1.05	1.05	.45	.46	.33
Oranges, Cal. navels	3.00	4.50	3.25	3.00	2.75	3.00	3.10	3.00	3.75	2.75	4.00
Lemons, Messina	3.15	4.00	3.00	3.00	2.50	3.00	2.75	2.75	3.00	3.00	.325
Beans, Can. prime, bush.	2.20	2.48	2.50	1.95	2.10	2.00	1.80	1.50	1.65	1.25	1.50
Peas, 2's group A, doz., ex. fine	1.30	1.75	1.80	1.87½	1.35	1.42½	1.40	1.45	.90	.90	1.00
Can'd Sal., sockeye, lb. talls, doz.	2.30	2.87½	2.50	2.06	1.90	..	1.95	1.70	1.40	1.25	1.75
Raspberries, 2's, red, H.S. doz.	1.95	2.15	2.40	1.79	1.64	1.95	2.30	1.50	1.65	1.80	2.20
Cr'm of tartar, pure, lb.	.33	.28½	.27.	.28	.23½	.23½	24½	.27½	.27	.28	.31
Rice, Rangoon, bags, cwt.	3.41	3.82½	3.55	3.00	2.95	2.95	3.00	3.25	3.50	3.75	3.87
Manitoba flour, first patent	5.50	5.40	5.60	5.40	5.70	5.75	5.80	5.15	3.80	3.45	..
Winter wh't fl'r, f'cy pat.	4.95	4.80	4.70	4.90	5.30	5.30	5.40	5.05	3.65	3.10	5.75
Raisins, Valencias, lb., new	.07	.09¼	.08¼	.08¼	.06¼	.06	.06¾	.07	.07	.05¾	.06½
Currants, fine filiatras	.06¼	.07	.07¾	.07¾	.06½	.07	.07	.05	.05¼	.04½	.05½
Total	$46.33½	50.92¾	48.55	42.93	45.30¼	42.04¾	43.60¾	40.70	37.73¾	35.25½	41.91½

*Figures are for dressed hogs.

Prices of live hogs f.o.b. not quoted.

The figures in the above table cover a period of a quarter of a century and show at a glance the trend of the wholesale markets during that time. The prices given are from the files of Canadian Grocer and were those prevailing on the Toronto markets on the first day of April of each year indicated.

This table shows how the consumer has gradually had to pay more for almost all farm products since twenty-five years ago while prices of sugar, raisins, currants, rice, cream of tartar and imported fruits such as lemons and oranges remain much about the same level, or in some cases are less than they were at the beginning of this period.

As has been previously pointed out, on staple articles such as butter, eggs, cheese, etc., where competition is keen and for which the producer has gradually been getting more, retailers can secure only a certain advance over first cost, no matter how high in price they become. This means that percentages of profits decline as prices go up.

Sugar is lower to-day than it has been at any time during the last twenty-five years on the same day, and was exceptionally high on April 1, 1889. Oranges and lemons which have risen and fallen at intervals were lower on the first day of April, 1914, than at the same time twenty-five years ago.

Canned goods to-day are higher priced in some lines, lower in others, than in previous years.

Every grocer knows that COWAN'S PERFECTION COCOA is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used. For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc.

Cowan's Perfection Cocoa is unsurpassed.

The Cowan Company, Limited

TORONTO, ONT.

LOOK IT UP IN—

THE GROCER'S ENCYCLOPEDIA

A VERITABLE CONSULTING LIBRARY

Full information on every article handled by the grocery and provision trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of **all foods** that you have ever seen or heard of. **Food dictionaries** in English, German, French, Italian and Swedish. The most complete descriptive **wine** list ever compiled.

What they say about the Grocer's Encyclopedia

"We congratulate Mr. Ward upon his work——We wish it could be placed in every store, for it is a treasure house and is sure to pay big dividends."—**American Grocer.**

"A book every grocer should have——the price charged for it is very small compensation for a life work of this character."—**Michigan Tradesman.**

"Will astonish the average grocer."—**Ideal Grocer.**

"Every dealer in food products should have a copy close to his elbow."—**Butcher's Advocate.**

"Should prove of great value to every grocer."—**Up-To-Date.**

"Every conceivable article from A to Z that may be sold in the grocery store is thoroughly described in it. It is a book which would form a handsome addition to the library of any merchant handling foodstuffs and allied products."—**Canadian Grocer.**

"The color pages alone are worth the price. Words are unable to do the work justice."—**New England Grocer.**

"The merchant who does not think better of his calling in life as he glances over The Grocer's Encyclopedia should get out of the business."—**N.J. Trade Review.**

"The most beautiful colored plates that ever appeared in a work of encyclopedic character."—**N.Y. Press.**

"This book is without doubt the best thing of its sort that has yet been issued in this country."—**Grocery World.**

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on fine calendered paper and strongly bound in heavy buckram.

Price only $10.50

Delivery Prepaid

Examine this book for ten days and if you do not think it worth the price, return it at our expense and get your money back.

All orders payable in advance.

BOOK DEPARTMENT

THE MACLEAN PUBLISHING COMPANY, Limited

143-153 UNIVERSITY AVENUE, TORONTO

—why

The Montreal Board of Trade

April 4, 1914.

Sir,

As circular letters are sometimes not perused, the Council of this Board asks that you will give special consideration to a circular to be presently issued from this office with regard to the visit to Montreal of the Dominions Royal Commission.

Yours obediently,

GEO. HADRILL,
Secretary.

THE card reproduced above is undeniable evidence that advertisers are beginning to realize that the circular and circular letter are too weak to stand on their own legs.

THAT the Secretary of the Montreal Board of Trade should deem it necessary to send out a post card in advance of his circular, suggesting that the members read it, is pretty good evidence that the majority of business men pay scant attention to this class of advertising.

WHY throw away good money on waste paper basket fillers when you can reach the best buyers in Canada through Canadian Grocer—the paper that is read **every week** from cover to cover by the retail grocers and their clerks from coast to coast because of the vital business-building news and suggestions they find in the advertisements as well as the editorial sections?

Think this over—size up the situation.

We make—

BROOMS
OF QUALITY

Try our

BIG VALUE

Tiger - - $4.50
Beaver - $4.25
Bear - - $4.00

For sample shipment—within next ten days—
One Dozen **FREE** on a Ten Dozen order.

WALTER WOODS & CO.
Hamilton

The Easiest Way in The World

To Handle BANANAS

Save your back and your boy. Don't abuse either when you can shift the lifting to this immensely practical and economical device. It pulls up the bananas like any small block and tackle. But unlike them all, it locks the load in mid-air **the instant you let up on pull rope.**

HALL

Banana Hoist

Hoist and Hanger Combined

Nearly a quarter of a million Hall Safety Self-Locking Hoists are used by farmers and others. The simplicity of the **patent lock** has given this Hoist supremacy over all. Now we have nicely adapted it to the needs of the average fruit man. Every fruit man ought to have several. No device has ever been offered which will so simplify his heavy work or so quickly earn its cost in time and trouble saved.

Satisfaction Guaranteed or Money Refunded

If your wholesale grocer or hardware dealer cannot supply Hall Banana Hoists, send us fifty cents for **sample** and we will ship by parcel post under "Money Back" Guarantee."

Hall Manufacturing Co.
Monticello, Iowa

Heavier the Bunch the Tighter the Grip.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25 size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER.

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	$1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

FOREST CITY BAKING POWDER

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books, each	0 04
100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per dozen, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$ 2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 85
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 995
Raspberry	0 69	0 95

14's and 30's per lb.
Freight allowed up to 25c per 100 lbs.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

EASTER

Fruits and Vegetables

Delicacies Imported Consist of

Pineapples, Tomatoes,
Asparagus, Strawberries,
Cucumbers, Lettuce, Etc.

800 Bunches Choicest Bananas.
Oranges—Navals, Floridas and Bloods.
New Fresh Cocoanuts.
Fish for Good Friday, full assortment.

White & Co., Limited
Toronto and Hamilton

TOMATOES

The quality of our Brand is exceptionally fancy. All crates repacked and made sound before shipping. We can give you all ripes, half-turning, or any way you like to have them. Is this not the kind of service you are after? Send us your orders. We will convince you.

Green Vegetables

Fresh Arrivals every morning

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

WETHEY'S
CONDENSED
MINCE MEAT

is recognized
from Coast to Coast
as the
standard of excellence

Are you stocking it?

Any Jobber can supply you

ESTABLISHED 1854.

"STAR BRAND"

has been standard for **HAMS, BACON and LARD** for sixty years, and continues to merit the favorable verdict of all these years.

The quality and reliability of this brand is the result of many years' experience in Bacon curing. Your customers will appreciate the goods, and your trade will be all the greater if you handle them.

Put up by

F. W. FEARMAN CO., Limited
Hamilton, Ont.

The "World's Finest"

THE OCEAN LINERS are now bringing regular shipments of

Sharp's "World-famed" "Kreemy" Toffee

to Canada.

Sharp's "KREEMY" is a bar of rich, delicious, free-chewing Toffee that melts away to goodness as fast as you chew it, and it is different to any other Toffee or sweetmeat made in England or Canada.

It is made from ingredients which are wholesome and of great food value.

It is sold in slabs or bars to retail at 5 and 10c each.

It shows the merchant a very handsome profit, and it has that LITTLE SOMETHING in it that will tickle your customers' palate and make them a daily buyer of KREEMY from your candy counter.

IT KEEPS GOOD all the year.

IT SELLS GOOD all the year.

Made in England at

"Kreemy Works," Maidstone

BY

EDWARD SHARP & CO.

Sold in Canada as follows:
THE HARRY HORNE CO. of Toronto—For Ontario.
Howe, McIntyre & Co. of Montreal—For Quebec.
Geo. S. DeForest & Sons of St. John—For New Brunswick.
J. S. CREED of Halifax—For Nova Scotia.
LEADLAY LIMITED of Winnipeg—For Manitoba, Alberta and Saskatchewan.
Hamblin & Brereton of Vancouver—For British Columbia.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes.	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, dozen	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q; F M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking), doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 50
Clover Brand, each 4 doz.	4 50
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each 4 doz.	5 80
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50

Quality goods that know no equal—

"ANYTHING LITSTER'S IS GOOD"

The purity of the Litster Products has brought them into popular favor. The superior quality of Litster's Jelly Powders, Puddings, etc., is a matter of general comment.

They attract the better class of trade and hold it.

They mean **more** money, **more** satisfaction, **more** prestige.

A purity guarantee backs up Litster quality.

THE LITSTER PURE FOOD CO., Limited
TORONTO

PURE FOOD LITSTER'S

GOOD NEWS FOR CANADA

McVITIE & PRICE, Limited

Biscuit Manufacturers

EDINBURGH (Scotland) and LONDON (England)

have now a complete chain of Agents from the Atlantic seaboard to the Pacific Coast, who carry fresh stocks of their high-grade Biscuits.
Write to any of these Agents for samples and terms and you will receive prompt attention:

Nova Scotia.	C. E. Choat & Co., Halifax, N.S.
Quebec and Ontario.	C. H. Cole, 501 Read Buildings, Montreal.
	C. H. Cole, 122 Wellington St. West, Toronto.
Manitoba and Saskatchewan.	Richards & Brown, Ltd., James St., Winnipeg.
Alberta.	Campbell, Wilson & Horne, Ltd., Calgary.
	Campbell, Wilson & Horne, Ltd., Lethbridge.
	Campbell, Wilson & Horne, Ltd., Edmonton.
British Columbia and Yukon.	Kelly, Douglas & Co., Ltd., Vancouver.
	Kelly, Douglas & Co., Ltd., Victoria.
	Kelly, Douglas & Co., Ltd., New Westminster.
	Kelly, Douglas & Co., Ltd., Prince Rupert.

GENERAL CANADIAN REPRESENTATIVE:
Mr. Sydney Owthwaite, 501 Read Bldgs., Montreal

Two of California's Famous Products

"OLD MISSION" Brand OLIVES
"OLD MISSION" Brand OLIVE OIL

IN GLASS OR TIN

Packed by

AKERMAN & TUFFLEY, North San Diego, Calif.
Pioneers in this line of products

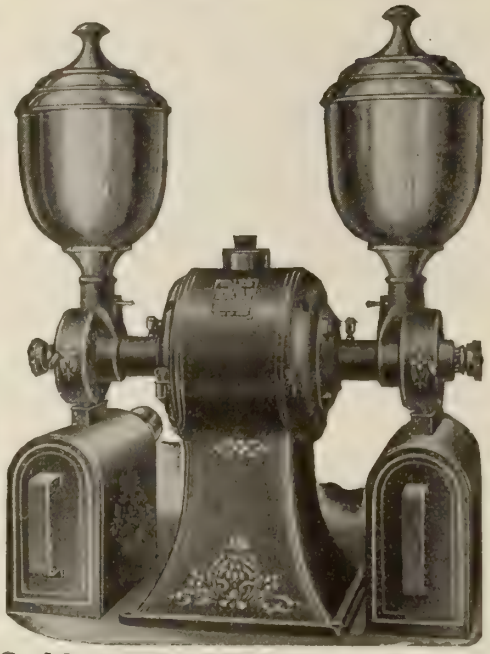
The W. H. ESCOTT CO., LTD., Representatives
Winnipeg Regina Calgary Edmonton

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

CIRCULAR STYLE

DRY DUSTING MOP

You can retail this style mop at 75c.

YOUR PROFIT IS 50%

On the Tarbox "no oil" Mop. It is chemically treated. It collects dust and holds it.

The Tarbox is a better mop at a lower price—a popular price which is 25 per cent. less than imported mops. It is easier to sell and yields you a larger profit. Sell the

TARBOX

DRY NO OIL DUSTLESS

Mops and Dusters

They satisfy every user. Every user will help you to sell more. That's a fact.

Stock the Tarbox Mops TO-DAY. Get the larger profit and sell for the lowest price.

Supplied through Jobbers

Write NOW for our proposition.

TARBOX BROS.
274 Dundas Street : TORONTO

5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder—"Anchor"	Per case.
5c cases, 6 doz.	$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25
Baking Powder—"Anchor"	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5 lb. tins, cases 1 doz.	8 40
Chocolate—Unsweetened—"Anchor"	
10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
¼s, tins, cases 4 doz	0 36
½s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35
Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 33
2 lb. tins, whole or ground, cs., 30 lb.	0 32
Cream of Tartar—"Anchor"	Per doz.
10c pkgs., boxes 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40
Custard Powders—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Flavoring Extracts—"Anchor"	
10c bottle	1 00
2½ oz. bottle	2 00
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 00
32 oz. bottle	24 00
64 oz. bottle	48 00
Flour—Potato—"Anchor"	Per doz.
Cases 2 doz.	1 20
Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Mustard, D.S.F.—"Anchor"	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90
	Per lb.
¼s, tins, boxes 12 lbs.	0 38
½s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36
Rice, Special Grain—"Anchor"	Per doz.
Cases 2 and 4 dozen	0 90

"Anchor" Brand.	Per case
Shaker Table Salt, free running, cases 2 doz., case	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case
25c pkgs., cases 12 pkgs.	2 40

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	2 50

"KOLONA" CEYLON TEA.

	Per lb.
30c black, green or mixed, ½ and 1 lb. pkgs.	0 25
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat-Os" Breakfast Food, cases 2 doz.	1 45
	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED. Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork, 50 qts., case	8 00
50 pts., case	5 00
La Savoureuse "Claret Crown," 100 pts., case	9 00
St. Nicholas Champenoise Corks, 50 qts., case	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.	
Cs. 25 11 lb. bars, lb.	0 05½
Cs. 200 3½ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb.	6 60½
Cs. 50 ¾ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs.	4 75
Cs. 200 200 grs. pieces, cs.	7 75
Cs. 100 300 grs. pieces, cs.	6 00
Cs. 200 300 grs. pieces, cs.	12 00

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 08
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape juice, 12 qts.	4 75
Grape juice, 24 pts.	5 00
Grape juice, 36 splits	4 75
Apple juice, 12 qts.	3 75
Apple juice, 24 pts.	4 50
Champagne de Pomme, 24 p. Motts Golden Russett.	5 90
Sparkling cider, 12 qts.	4 50

SEEDS

To-day's prices Ex-warehouse Toronto, April 17th

No. 1 Government Standard.

	Per 100 lbs.
Red Clover	$17.50
Mammoth Clover	18.50
Alsyke Clover	22.00
Alfalfa Clover (Gold)	14.50
Alfalfa Clover (Silver)	13.00
Timothy Seed	8.00

No. 2 Government Standard.

Red Clover	$16.00
Mammoth Clover	17.00
Alsyke Clover	19.00
Timothy Seed, A	6.75
Extra No. 1 for purity.	
Timothy Seed, B	6.25
Timothy Seed, C	6.00
No. 1 for purity.	

No. 3 Government Standard.

Red Clover	$15.00
Mammoth Clover	15.50
Timothy Seed	5.50

Yellow Dutch Set Onions	$12.00
White Dutch Set Onions	12.00

Ask for samples. **Phone Main 163**

Geo. Keith & Sons

Seed Merchants since 1866

Toronto, Ont.

Order Fish Now

Shipments of all varieties arrive daily. Our facilities for prompt handling ensures freshness. A car of

MANITOBA White Fish

just arrived. Get our prices. We have some interesting quotations. Write, phone or wire.

LEMON BROS.

Owen Sound, Ontario

For a good pack of good Lemons, buy

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe

AGENT

TORONTO, ONT.

ANCHOR BRAND FLOUR

Do you handle the best Flour?

Why not?

MAKES GOOD BREAD **The best costs less.**

Price does not sell good flour, and many a good brand obtains from 5 cents to 15 cents per 98 lb. bag more than widely advertised brands—because **"quality and uniformity"** commands better attention from consumers than mere price, and easily gets the order without dickering.

Anchor Brand Flour is absolutely guaranteed on the **money-back** principle that covers quibbles.

Leitch Brothers' Flour Mills

LIMITED

Oak Lake - Manitoba - Canada

CAN-O-WAX

The pure paraffine wax that makes wash-day and fruit-day a holiday, put up in round sticks for convenience and economy.

CAN-O-WAX

Write for sample and price.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.

CAN-O-WAX

"SHELL" BRAND

("La Coquille")

Genuine Imported French Castile Soap.

The Standard of Purity
A Pure Oil Soap

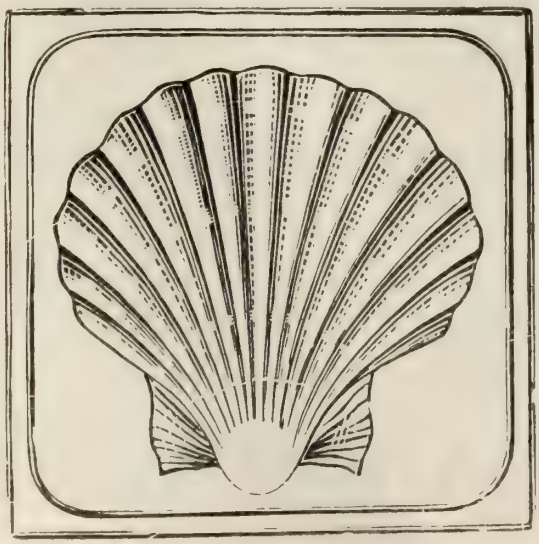
Has the largest sale of any Castile Soap in the Dominion. This Soap is especially manufactured by Messrs. Couret Freres, Marseilles, France, for Messrs. Estrine & Co.

For sale by all wholesale houses.

GENERAL AGENTS

P. L. MASON & CO.

TORONTO



Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 splits	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil."

	Per case
Sur Extra Fins, 40 Falcons, cs.	$10 08
Sur Extra Fins, 100 ½ cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 75
Tins—	
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s.	2 10
20s. ¼ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & Co., Agents.

Cases, 4 doz. each, flats per case	5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25: 1-lb. tins, $2.25: Robinson's patent groats, ½-lb. tins, $1.25: 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 doz. case)	$1.90	$1.80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case	$1 60	$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms. Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.06¼
1 lb. pkg., less than 25 case lots	.06½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.04¾
21 lb., loose, long, per box	1.15

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz.	2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naphtha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS

and

BRANTFORD BRANDS.

Boxes	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb... cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's satin, 1-lb. cartons, brome label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06

The only Essence that really retains the flavor, strength and fragrance of the best coffee is

SYMINGTON'S COFFEE ESSENCE

Your customers know this, and you will find a steadily increasing demand for our goods. Consistent up-to-date advertising fosters the regularly increasing sales.

ORDER YOUR STOCK TO-DAY

Thos. Symington & Co., Edinburgh and London

AGENTS:—Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.

"Cow Brand" is not a bubble reputation

Other brands may come and even attain temporary popularity before the bubble bursts. But the brand that is always reliable for quality, strength and purity is **Cow Brand Baking Soda.**

It's the soda that our grandmothers used, and it's the Soda of to-day. It gives consistent satisfaction to the housewife, and is the most profitable for the dealer to handle. **Cow Brand** is increasing daily in popularity and sales.

Order from your wholesaler.

Church & Dwight, Limited
MANUFACTURERS
MONTREAL

Don't Shoot at Random!

If your are desirous of adding the class trade to your store you cannot *guess* your stock to suit their demands. To fill the bill you must stock *Carr's Biscuits.* They are *known* for quality, and carry the best trade with them.

Packed for export in air-tight tins. Send an order to the nearest agent.

AGENTS:

Wm. H. Dunn Montreal and Toronto

Hamblin & Brereton, Ltd. Winnipeg and Vancouver B.C.

T. A MacNab & Co St. John's, Newfoundland.

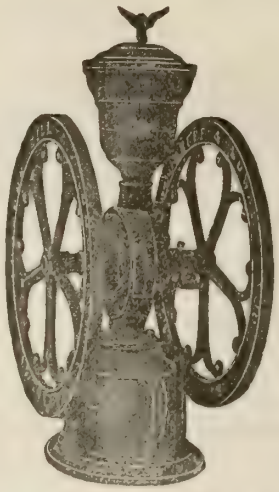
CARR & CO. CARLISLE ENGLAND

Dales Delicious Slab Cakes

MR. GROCER—If you are handling Cakes, and not Dales, you are missing sales. No Cakes have quite the same appearance.

MR. GROCER—If you are not handling Cakes, but considering it, bear in mind that there are none "just as good" as Dales.

Manufactured by Nasmiths Limited
42 Duchess Street, Toronto



3¼ pounds of Coffee Steel-Cut in 1 minute

This is what the larger **Elgin National Coffee Mills** will do—smaller sizes in proportion.

Dealers certainly appreciate this speed and those who have taken the trouble to investigate this and the many other exclusive features of the "Elgin" know for a certainty that it cannot be beat and that is why so many have the "Elgin."

ELGIN NATIONAL COFFEE MILLS

are fitted with special adjuster and new force-feed STEEL-CUTTING grinders.

Write to any of these jobbers for illustrated catalog containing prices. Don't delay—Act to-day!

MONTREAL—L. Chaput, Fils & Cie., Limitee; The Canadian Fairbanks Co. (and branches); Minto Bros.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.
QUEBEC—Minto Bros.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); the Codville Co. (and branches).
REGINA, Sask.—Campbell, Wilson & Strathdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, Alta.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas Co., Ltd.; Empress Manufacturing Co.

Made by Woodruff & Edwards Co., Elgin, Ill., U.S.A.

(120-lb boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb. ..... .10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—
Canada Laundry—
Boxes about 40 lbs. ..... .60
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs. ..... .06½
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs. ..... .07
Barrels, 200 lbs. ..... .06½
Kegs, 100 lbs. ..... .06½
Lily White Gloss—
1-lb. fancy cartons, cases 30 lbs... .07½
8 in case .... .07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ..... .08
Kegs, extra large crystals, 100 lbs. .... .07
Canadian Electric Starch—
Boxes containing 40 fancy pkgs., per case 3 00
Celluloid Starch—
Boxes containing 45 cartons, per case 3 60
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. ..... .06
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs. ..... .07½
"Crystal Maize" Corn Starch—
1-lb. pkts., boxes of 40 lbs. ..... .07½
(20-lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., $4.50; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.50.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz..... 0 90
Clear soups, in stone jars, 5 varieties, doz. 1 10

SODA—COW BRAND.

Case of 1-lb., ontaining 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.
CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case	2 75
20-lb. tins, ¼ doz. in case	2 70
Barrels, 700 lbs.	3½
Half barrels, 350 lbs.	3¾
Quarter barrels, 175 lbs.	4
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 65
5-lb tins, 1 doz. in case	3 20
10-lb. tins, ½ doz. in case	3 10
20-lb. tins, ¼ doz. in case	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$ 1 35
Ontario, per case	1 50
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case.....	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case.....	2 80
Manitoba, per case	3 00
Saskatchewan, per case	3 20
Alberta, per case	3 30
British Columbia, per case	3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz., cases, doz....	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ½-pints.....	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD. ..

4a size, gross	2 50
6a size, gross	$ 2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan.....	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY
(Empire Branch)

Black Watch, 6's	.45
Bobs, 5's and 10's	.39
Currency, 5's and 10's	.39
Stag, bars, 5 1-3	.39
Old Fox, 10's	.40
Pay Roll, thick and thin, bars, 7½'s	.50
Pay Roll, plug, 7½'s	.59
Shamrock, bar and plug	.45
Empire, 6's and 12's	.44
Ivy, 7's	.50
Great West, pouches, 8's	.59
Regal cube cut, 9's	.59
Starlight, 7's	.50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

		Wholesale R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 80 lb. cases.

Black, Green or Mixed.

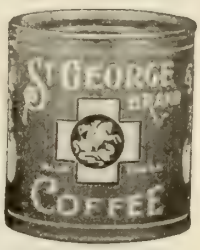
Blue Label ½s	0 21
Blue Label, 1s	0 20
Orange Label, 1s	0 23
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 23
Brown Label, ¼s	0 30
Green Label 1s and ½s	0 35
Red Label, ½s	0 40

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80



Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

BENGER'S Food

Copyright Design.

For INFANTS, INVALIDS and the AGED.

GOLD MEDAL AWARDED

Health Exhibition, London, Adelaide and Melbourne.

The "LANCET" describes it as:
"Mr. Benger's admirable preparation."

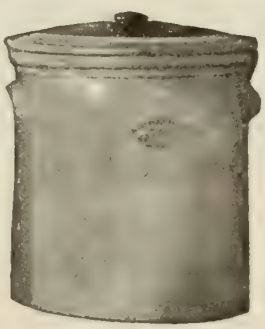
The "BRITISH MEDICAL JOURNAL" says:
"Benger's Food has by its excellence established a reputation of its own."

Circulars & Showcards on application.

Benger's Food and other Preparations may be obtained through all Wholesale Jobbers in Canada.

BENGER'S FOOD, LIMITED,
Otter Works, ——— MANCHESTER, Eng.

199C



Manufacturers of

Stoneware

and Dealers in

Rockingham and Earthenware, Drain Tile, Fire Brick, Fire Clay, Etc.

Belleville Pottery Co.

C. A. HART, Prop.

Belleville, Ontario

Trial Order Solicited.

The Best-Selling Corn Starch

in England is undoubtedly Brown and Polson's—it is the grocer's favourite as well as the most popular with the public.

Brown & Polson's Corn Starch

is sure soon to be as popular here as in England. You will find it pay you well to keep a good stock of Brown & Polson's and give it prominent window and counter display.

Canadian Agents:

HAMBLIN & BRERETON,

149 Notre Dame Avenue, E., Winnipeg
510 Ninth Avenue West, Calgary,
842 Camble Street, Vancouver.

MACGREGOR SPECIALTY CO.
TORONTO & EAST

Proprietors: *BROWN & POLSON,*
Paisley and London, England.

8 H.R.

ORANGE MARMALADE.
BANNER BRAND.

	Shipping Price Doz.	Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.10	33
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.

MINTO BROS., LIMITED.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JAMS AND JELLIES.
T. UPTON & CO.

Pure Fruit Jams—Raspberry and apple, strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12-oz. glass jars, 2 dozen in case, $1.00 per dozen; No. 2 tins, 2 dozen in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 57½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Fruit Jellies—Raspberry, strawberry, black currant, red currant, and pineapple flavors, 9-oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails, 6 in crate, 52½c; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality, 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

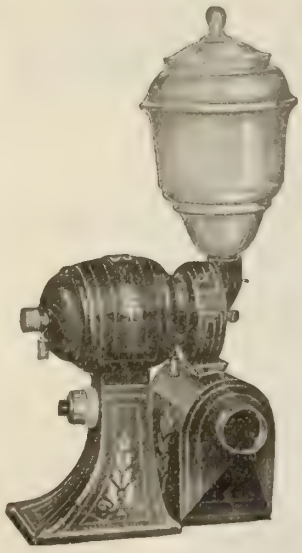
"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c packages 1 15

Electric Cut Your Coffee



With an Electric Cutting Machine designed with Machine Steel Burrs tempered in Oil, which produces evenness in Grind, thus improving the Cup quality of the Coffee. Has also a Fan connected with the Rotating Burr, which keeps the Grind Head clean, so there is no danger in mixing Grades.

There is also a Numbered Setting Device arranged so that you can give your customers their Coffee as they like it. Sold on Monthly Payments and Positively GUARANTEED. Live agents wanted at principal points in Canada.

J. H. Galloway

11 Market Street

HAMILTON, ONT.

Tea Hints for Retailers

By John H. Blake

This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects:

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
HOW TO ESTABLISH A TEA TRADE
Tea Blending

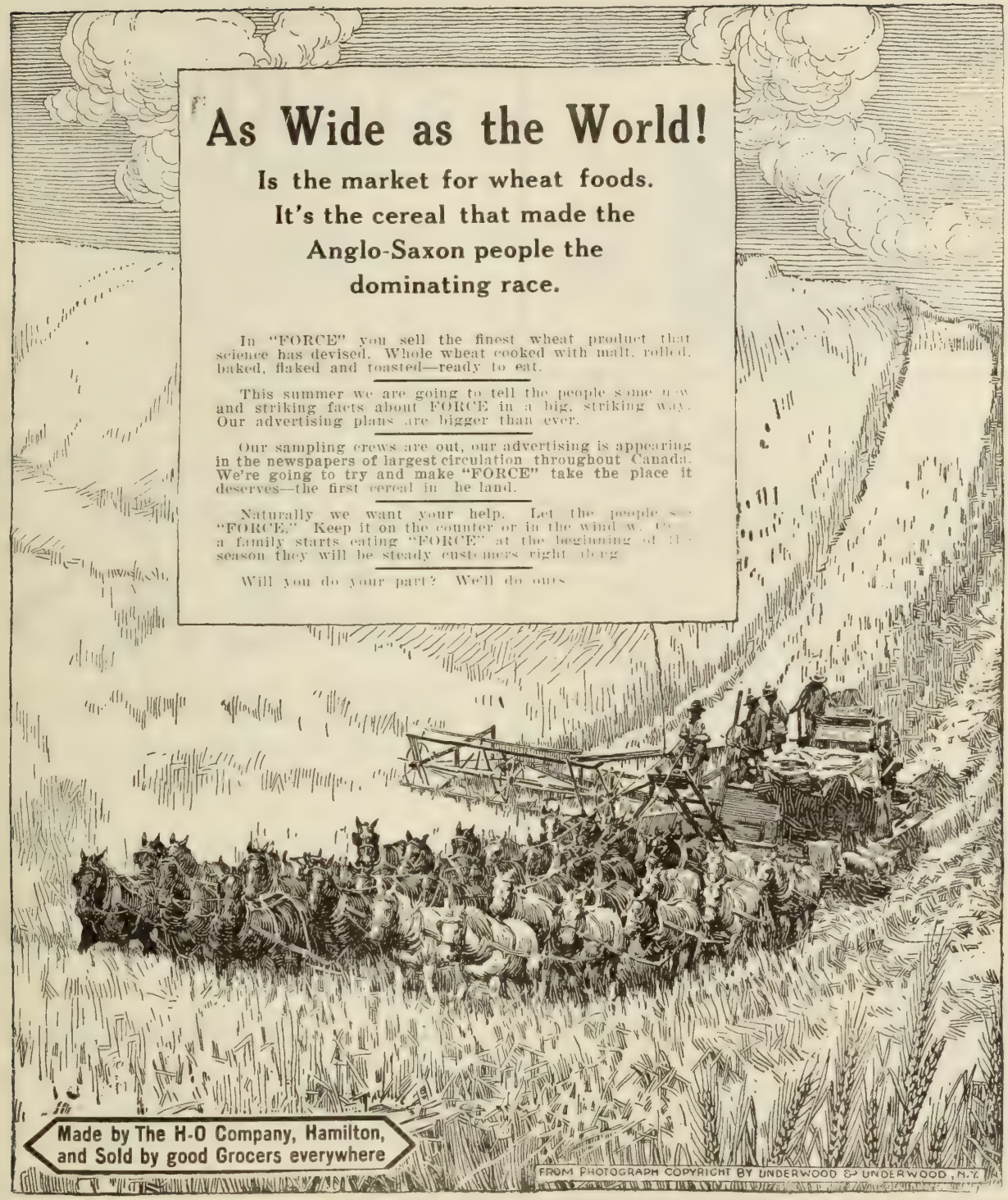
(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00

MacLean Publishing Company

(Technical Book Department)

143-149 University Ave., TORONTO


As Wide as the World!
Is the market for wheat foods.
It's the cereal that made the
Anglo-Saxon people the
dominating race.
In "FORCE" you sell the finest wheat product that science has devised. Whole wheat cooked with malt, rolled, baked, flaked and toasted—ready to eat.
This summer we are going to tell the people some new and striking facts about FORCE in a big, striking way. Our advertising plans are bigger than ever.
Our sampling crews are out, our advertising is appearing in the newspapers of largest circulation throughout Canada. We're going to try and make "FORCE" take the place it deserves—the first cereal in the land.
Naturally we want your help. Let the people see "FORCE." Keep it on the counter or in the window. Once a family starts eating "FORCE" at the beginning of the season they will be steady customers right along.
Will you do your part? We'll do ours
Made by The H-O Company, Hamilton, and Sold by good Grocers everywhere
FROM PHOTOGRAPH COPYRIGHT BY UNDERWOOD & UNDERWOOD, N.Y.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY
ALL
JOBBERS

¼-lb. tins—
3 doz. in case

BUY

STARBRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
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TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

The "Queen" of practical fruit jars

Housewives enjoy using QUEEN large mouth, square fruit jars. Large fruit can be preserved in its whole state. Absolutely air-tight; easy to open and close. They won't go back to the old way when once they use the QUEEN.

Place your order now. Profits are good. Handsome eight color window display free with every 5 gross order of QUEEN Square Jars. Be sure to buy Fitz-em-all Rubber Rings. They fit all jars, all sizes, all kinds. Jimmy Jar Opener and 1st prize Preserving and Canning Recipes of all fruits and vegetables with every dozen of Queen Square Jars.

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For sale by all first-class dealers in Canada and United States

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TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
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PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
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Splendid Proposition

Turkish Delight

BUYERS WANTED

Price can't be beaten
Profit extra big.

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WHOLESALE GROCERS
—EPICIERS EN GROS

52 Rue St. Paul QUEBEC, QUE.

Established 1837

JOSEPH & CO.

WHOLESALE DEALERS IN

Groceries and Liquors

173, 175, 177 and 179 St. Paul Street
QUEBEC

PROVISIONS, FLOUR
and
General Groceries

R. F. CREAM & CO., LIMITED
Brokers and Commission Merchants
83 Dalhousie St. - QUEBEC

BUCHANAN & AHERN

Wholesale Commission Merchants
and Importers

GROCERIES, FLOUR,
MILL-FEED, GRAIN, ETC.

20 ST. ANTOINE ST. (Cor. Dalhousie Street)
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SPECIAL 10% OFFER

CANNED GOODS

It is not often that you can get such a generous discount on high-class canned goods, such as

EXCELSIOR BRAND

However, the offer awaits your acceptance, and bear in mind that the contents of each can are in accordance with specification on label. I find that some European factories are exporting canned peas labelled in a deceptive way, so beware.

THE Cigar

The cigar which pulls the money and affords a "draw" of pleasure. Leaves a lasting fragrance, a blend of the choicest leaf.

The "7-20-4"

Agents wanted
The SHERBROOKE CIGAR CO., LIMITED
SHERBROOKE, P.Q.

The Weltruf
Fly Catcher

$1.25 per carton of 100's

Ask Your Wholesaler.
If he cannot supply you, write direct to

EDGAR MEYER
Associated with
Hupfeld, Ludecking & Co., Montreal

Zip! Zip! Zip!

Zip goes the register, **Zip** goes the dirt, **Zip** go the sales, **Zip! Zip! Zip!** all the time.

THE BIG HAND-CLEANER

—the greatest value in hand-cleaners to-day, and it is quality through and through.

The Zip Mfg. Company, - Sutton, P. Q.

AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

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Established 1859.

GEO. STANWAY & COMPANY
Toronto
Ontario representatives for
D. S. PARTHENOPULO
Patras, Currants
Importers of Texan Rices, White Beans, Lentils, Imported Canned Goods, etc.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
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Agencies Wanted

I solicit representation of good Grocers' Druggists' and Confectioners' lines.

M. D. BEARD
15 Jarvis St. TORONTO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

MORROW & COMPANY,
Cereals.
TORONTO, - - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

HENRI DE LEEUW
28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

ONTARIO.

COLLECTIONS!

Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.

COMMERCIAL COLLECTION CO.
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WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers
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332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co., Ltd.
Wholesale Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
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Domestic and Foreign Agencies Solicited.

WESTERN PROVINCES—Continued.

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Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

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WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG, MAN.

BRITISH COLUMBIA.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . Vancouver, B. C.

O'LOANE, KIELY & CO., LTD.
Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries. Buyers' and Sellers' Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun.
VANCOUVER, B.C.

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T. A. MACNAB & CO.
ST. JOHN'S, - - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
CLAUDE BEAUCHAMP
223 Commissioners St., Montreal

Buyers' Guide

Write us for New Price List of

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TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

FRUIT PULPS

OF ALL KINDS

FRESH BITTER ORANGES and LEMONS

PEELS IN BRINE.

F. KESSELL & CO. 7-8, The Approach

London Bridge, London, Eng

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MAPLE FLAVOR

bulk only

Thomas Henderson, Manufacturing Chemist.

86 Fulton St. NEW YORK

PREPARED MUSTARD

IN JARS

TAYLOR'S THE FAMOUS LINE

Made in England for the past hundred years. Royalty uses it.

It should suit you

F.P. Taylor, 14 Place Royale, Montreal

SUCHARD'S COCOA

The Highest Quality

Most Reasonably Priced

"Quality" Cocoa.

On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

Maple Sugar Season Now On

Write us. We handle only guaranteed pure stock.

WOODMAN & McKEE

Coaticook, Quebec

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.,

Limited, P. O. Box 2963, MONTREAL

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WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

FINCH'S PATENT Fly Tape

The perfect

FLY CATCHER

Write for samples

Ed. Kidd & Co.

1090 Hamilton St.

Vancouver, B.C.

AGENTS WANTED

FOR PRESERVED GOODS

SARDINE, MACKEREL, TUNNY, ANCHOVY, SPRAT

and other fishes, in oil; pickles, tomato and other sauce; GREEN PEAS, FRENCH BEANS (plainly cooked or colored green); plainly cooked mushrooms, APPLY TO LEON LE BEUVE, 22 Cours des Quais, LORIENT France), the best organized house for sale, having always stock in hand. AGENTS WANTED.

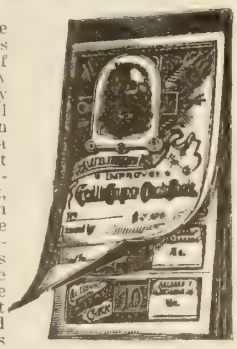
Nalborough & Sons, Ltd., Harwich, (England), and Hoorn, (Holland),

Exporters of EDAM and GOUDA CHEESE, also CREAM MIDGET GOUDAS.

When they ask for credit give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe



Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

EGG FILLERS

12-DOZ. EGG CASES

The Trent Mfg. Co., Limited

Trenton, Ontario, Canada

GRATTAN & CO., LIMITED

ESTD. 1825

The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada

EMERSON, BAMFORD CO.

842 Cambie Street VANCOUVER, B.C.

Telephone Nos. 5443, 900

We Can Supply With the Best

EDMOND & COTÉ

Butter, Cheese, Eggs, Ham

The Reliable Produce Firm

22 St. Peter Street - - Quebec

The Condensed Ad. page will interest you

HOLLAND RUSK

The most delicious, nourishing food you can offer your customers, and it means a liberal profit to you. Order a case from jobber to-day.

HOLLAND RUSK COMPANY

HOLLAND, MICH.

CLASSIFIEDADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

AGENCIES WANTED

AGENCIES WANTED—HAVING FIFTEEN years' experience in the flour, grain and grocery line as commercial traveller for the same firm, I desire to start a commission business on my own account in the city and district of Quebec. I am open to take agencies from millers, manufacturers, etc. Only serious propositions will be considered. Address, Quebec Agency, 553 St. John Street, Quebec. (12414)

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

FOR SALE—NATIONAL CASH REGISTER, detail strip, total adder, cost $350.00, guaranteed in perfect condition. Sell for $150.00. Box 46, Canadian Grocer, Toronto. 4-24-14

GROCERS! DO YOU WANT A CHEAP, Effective and Simple Method of Advertising? My system is a boon to every live grocer. Send Dollar, Leaver, 236 Whalley Old Road, Blackburn, England.

WANTED

WANTED—POSITION AS SALESMAN WITH wholesale or brokers, specialty teas and coffees. Nine years with present firm. Write Box 45, Canadian Grocer, Toronto. 5114

AN ENGLISH FIRM MANUFACTURING high-grade jams, marmalades and peels require a first-class house to take up the sale of their goods in Canada. A real, live firm ready to work hard to place them in all the best stores will be well supported and liberally dealt with. Apply Box 114, Canadian Grocer, 88 Fleet Street, London, England.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

A Few Dollars More a Week

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make $5.00 a week more during their spare hours. They will each make additional salary every week this year, and longer should they wish.

If you would like us to show you, write to-day.

This is genuine.

THE MACLEAN PUB. CO.
143-9 University Ave., Toronto

When writing advertisers, kindly mention having seen the ad. in this paper.

CIGAR EXCELLENCE
BEN BEY

10 Cents Worth of Delight

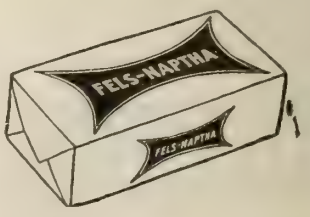
Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited
MONTREAL

Your goods

are judged by the way they are shown as well as by quality. With Fels-Naptha soap, there's the advantage of both Quality and quick, effective display. Even after Fels-Naptha is sold, the bright-colored cartons so readily adapt themselves to any kind of space-filling corner brightening, and shelf and window decoration.



A want ad. in this paper will bring replies from all parts of Canada.

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

Steadily Growing

in popular favor.

MAPLEINE

is a very necessary item in all up-to-date stores.

ORDER FROM
Frederick E. Robson & Co.
25 Front St. E.,
Toronto, Ont., Canada
or
Mason & Hickey,
287 Stanley St.,
Winnipeg, Man., Canada.

Crescent Mfg. Co.
SEATTLE, - WASH

OAKEY'S

The original and only Genuine Preparation for cleaning cutlery.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

BRAND STUHR.

STUHR'S

CAVIARE
FILLETED ANCHOVIES
(In Brine).
ANCHOVY PASTE
(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

GRAY'S DELIVERY WAGONS

Our Wagons Deliver the Goods

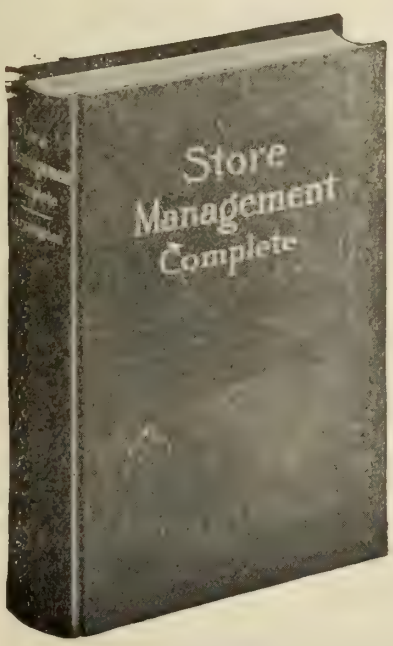
WRITE TO US FOR ANYTHING IN
Vehicles & Delivery Wagons

WILL SEND CATALOGUE ON REQUEST SHOWING THIRTY STYLES FOR MILK AND DAIRY, BAKERS, GROCERS LAUNDRY, BUTCHERS, HARDWARE, PARCEL POST BUSINESS WAGONS GENERALLY

The Wm. Gray-Sons-Campbell, Ltd. Chatham, Ont., Canada.

You can talk across the continent for two cents per word with a Want Ad. in this paper.

ARE YOU THE MAN AT THE HELM?



Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your busines. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full-page illustrations, and 13 chapters. $1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.
143-149 University Avenue **TORONTO**

O'LOANE, KIELY & CO., Ltd.

Wholesale Grocery Brokers and Commission Merchants

**CANNED GOODS, DRIED FRUITS,
CEREALS and GROCERS' SUNDRIES**

Buyers' and Sellers' Representatives and General Agents. Inspectors and Shippers of Canadian Salmon.

Our 20 years' experience covers all lines of the retail and wholesale grocery business. We are prepared to do specialty work introducing new goods and keeping up the interest in old-established lines, looking after advertising and demonstrations, passing retail orders through the wholesalers.

We have common and cold storage facilities and trackage and are in position to store and distribute goods both domestic and imported.

RELIABLE ACCOUNTS SOLICITED

References:
Bank of Montreal, Bradstreet and Dun.

Cable Address:—Britsalmon
VANCOUVER, BRITISH COLUMBIA

CABLES:
Armsby 1911, A B C 5th Edition, Western Union, National Coffee

Royal Salad Dressing

has the qualities that make it popular and profitable

It fills the demand for ready prepared Salad Dressing—very convenient, very delicious.

Royal Salad Dressing

is the final step in the preparation of a high quality salad dressing. The real salad season is just commencing, and you will do well to recommend Royal Salad Dressing to your particular patrons.

Made only by

The Horton-Cato Mfg. Co.

Windsor, Canada

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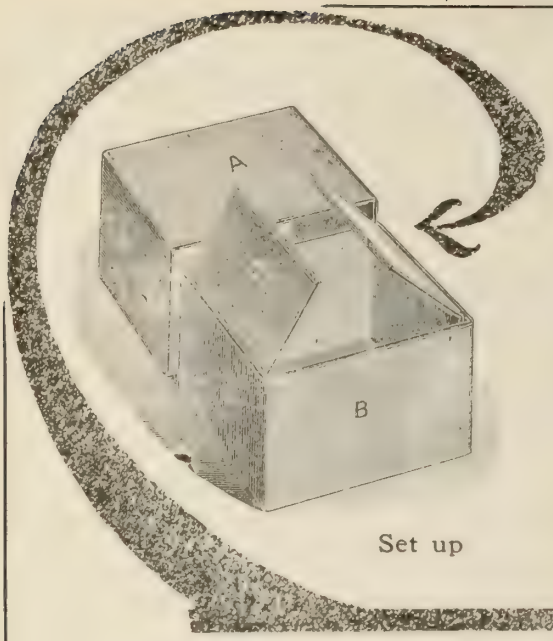
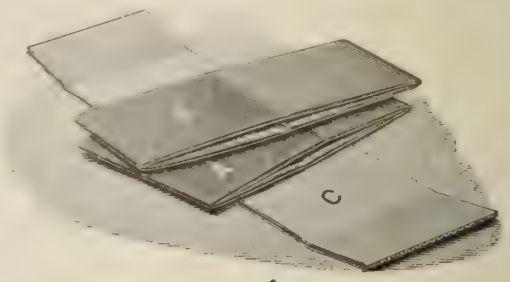


Set up

Style 75 Cellular Express and Freight Box

half the weight of a light wood-box

Think, Mr. Wholesaler, Mr. Canner, Mr. Packer, what a saving of room in your shipping department can be effected by the use of Thompson and Norris Cellular Express and Freight Boxes. Note the difference in space required for the box "set up" and "knocked down."
There is a box to suit every requirement, boxes that will stand any kind of abuse in transportation. T. and N. Boxes are easier to pack and are half the weight of the same size wooden box. Further details of your shipping proposition on request. The illustration shows only one of our many styles. We furnish a style that best suits your needs. Let us know your requirements. Write for illustrated catalog.



Knocked down

The Thompson & Norris Co.
of Canada, Limited

Niagara Falls, Ontario Brooklyn, N.Y. Boston, Mass.
Brookville, Ind. London,Eng. Jülich, Germany

T&N

SPRING'S BEST TRADE-WINNERS!

MELAGAMA Tea and Coffee are the fastest trade-winners and trade-repeaters. Their individual flavor are rapidly winning popular favor.

Make your Tea and Coffee Department pay bigger profits this Spring. Order a case each of Melagama Tea and Coffee *to-day*. Remember, we absolutely guarantee sales or accept return of goods.

Orders shipped same day as received.

Minto Bros., Limited
45 East Front St., Toronto

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Unsolicited Goodwill Advertising is Publicity No Man Can Buy

Women talk, they'll continue to talk, men talk too. Your store forms some part of their conversation. The question is, what part are you getting, little or much, good, bad or indifferent?

YOU'RE a grocer—an established, responsible grocer expecting to make a living and perhaps a "little more" out of the customers who come to you for their groceries and provisions—the customers who could just as well go down the street to your opposition.

Do you ever stop to think why your customers stick with you and prefer your store to others? Have you ever figured that it must be because they appreciate your service and trust you to give them a square deal?

This is very largely the case, and is the reason why, when you recommend a line you invariably sell it, despite the fact that the customer has asked for something else. You have the people's confidence or they wouldn't deal with you.

This confidence, this belief in you and your goods, is not to be wondered at. It's worth a great deal to you, so monopolize it if you can by giving your patron, whether man, woman or child, who comes into your store, a square deal—the best value, dollar for dollar, that you can give.

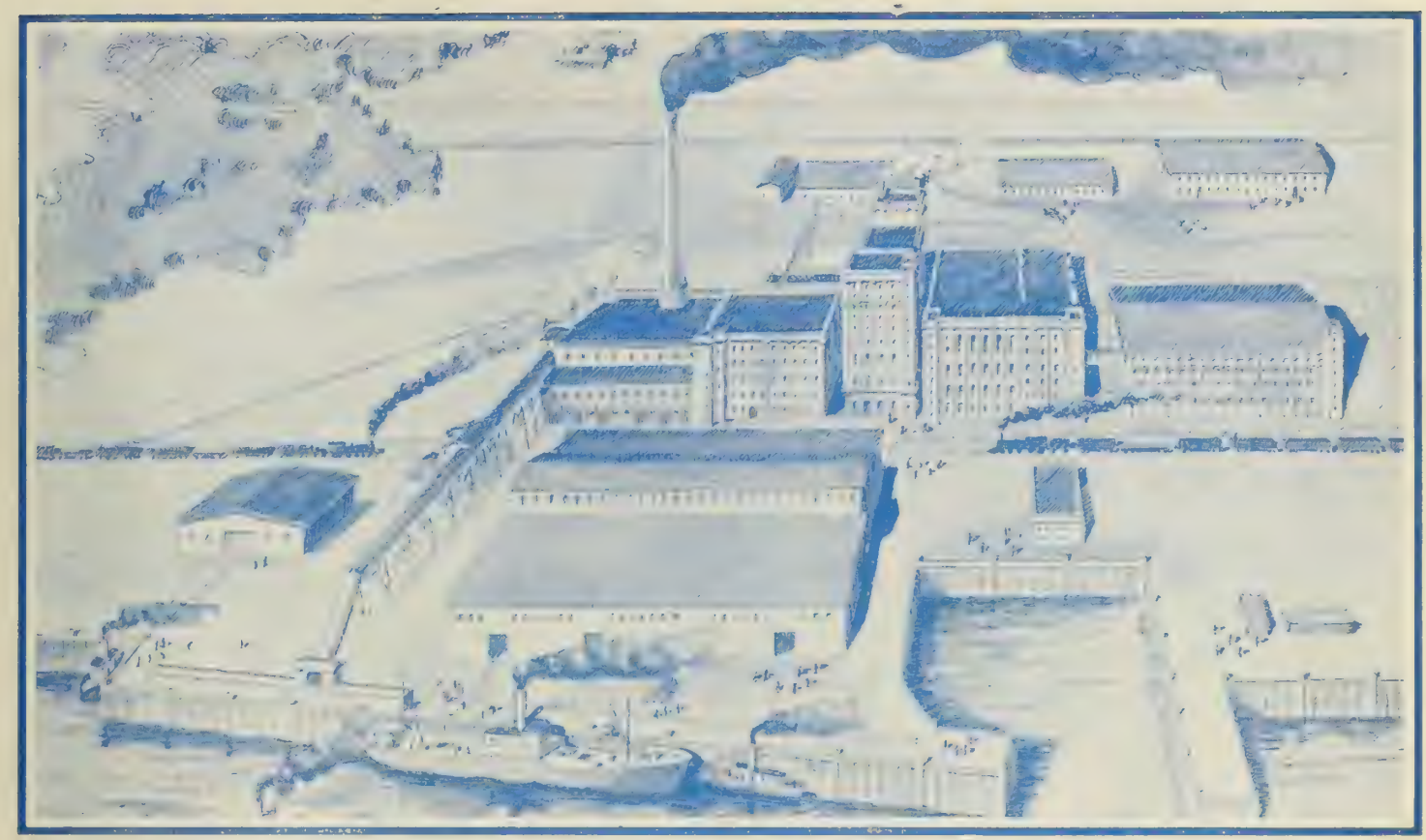
Don't let the shadow of discredit creep in between you and your patrons by selling and recommending goods which you are not absolutely satisfied are the best—even selling without recommending is a very injudicious policy, for you are never given the benefit of the doubt. No business man ever is, if the goods turn out poor.

After all, your continued good standing with your trade is your assurance of success, so it's worth trying for. Your satisfied customers are giving your store and you unsolicited endorsement which will do more for your business than a barrelful of printer's ink will do without the good-will and confidence of the people.

With the people's confidence and your shelves well filled with White Swan goods—the goods bearing the "Surity of Purity" label—you can hold the best trade in your town and turn their confidence into gold dollars.

Every package of White Swan Brand of Goods is Guaranteed and sealed with the Government Approved Form of Warranty. This protects you absolutely. This is the only firm in Canada giving this guarantee of absolute purity.

Put the seal of purity in your store by handling and recommending White Swan products. Send for a catalog and price list to-day to White Swan Spices & Cereals, Limited, 156 Pearl St., Toronto.



THE NEW "WOODSIDE" REFINERY

OUR new refinery at Woodside is nearing completion. We expect it to produce the very highest grade of granulated sugar ever seen in this country. We have spared no trouble or expense to secure and instal the very latest and best machinery for sugar refinery purposes, and the re-opening of the Woodside plant may well be considered as having established a new era in the sugar refining industry of Canada. Our present supplies are being obtained from our old and reliable refinery at Richmond.

Please remember that we refine only
the best West India Cane Sugar.

The Acadia Sugar Refining Co., Limited

HALIFAX, Nova Scotia

For

PURITY, QUALITY, DELICACY

AND

NUTRITIVE POWER

There is Nothing to Equal

THIS IS THE 1,376th ISSUE OF

CANADIAN GROCER

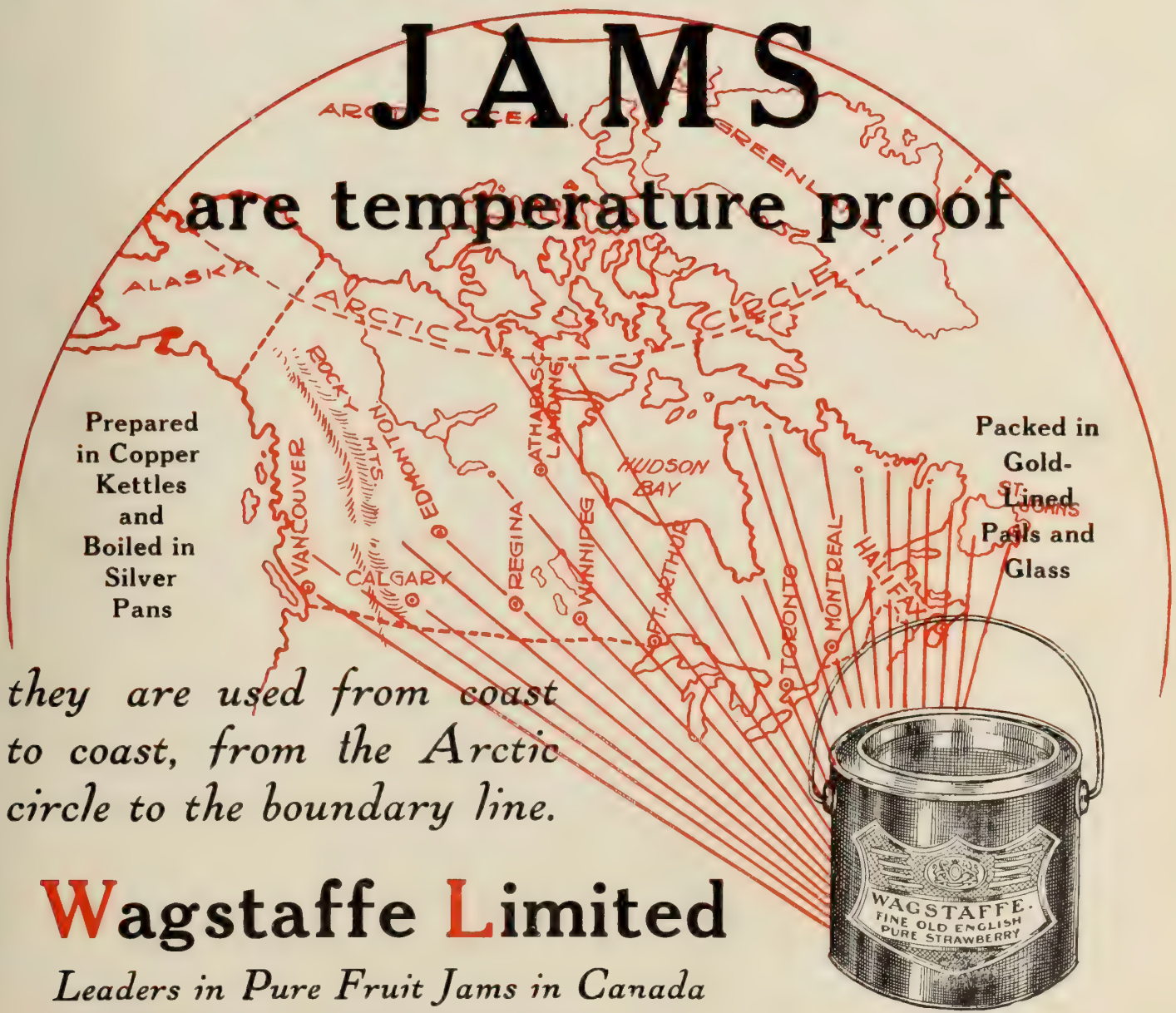
Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, APRIL 24, 1914. No. 17

Wagstaffe's JAMS

are temperature proof



Prepared in Copper Kettles and Boiled in Silver Pans

Packed in Gold-Lined Pails and Glass

they are used from coast to coast, from the Arctic circle to the boundary line.

Wagstaffe Limited

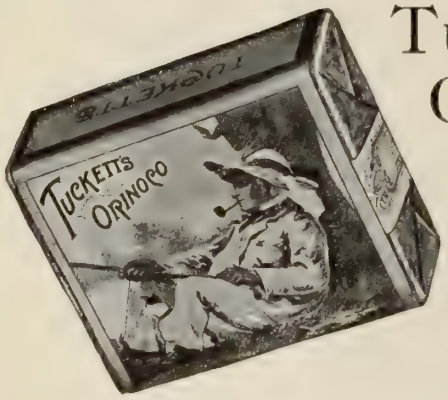
Leaders in Pure Fruit Jams in Canada

HAMILTON, CANADA

Remind the Men

that you handle their favorite tobaccos — "TUCKETT'S ORINOCO," "T & B Myrtle Cut" and Tuckett's "Our Seal". With these three lines in your tobacco case you will please the majority of the men in your town and get them coming to your store. Remind the men by keeping your stock prominently displayed.

Your Wholesaler Carries Tuckett's.



Tuckett's Orinoco

Tucketts Limited
Hamilton, Ont.

—improves meals improves sales

Put "Sterling" Catsup where they can see it —include it in your window and counter displays. Tell your customers of its absolute purity—how the tomatoes are picked fresh each morning from the dew-laden vines, prepared and bottled by automatic machinery the same day. No coloring matter or preservatives are added whatsoever.

Start it going to-day, the delicious flavor will keep the sales repeating on the coming morrows. **Your wholesaler will supply you.**

The T. A. LYTLE CO., Limited
STERLING ROAD, TORONTO

Give value for value

When your customer buys an article does he get a fair, honest return for the money invested—in other words are you selling highest quality, pure, unadulterated goods?

One purchase will settle the question in the mind of the customer.

Give the customer value for value at every sale, and you will create a permanent patronage.

Griffin & Skelley's Dried and Canned Fruits and Vegetables

represent the heighth of perfection in fruit and vegetable growing, preparing and canning. They are known as the standard for evenness of quality and packing. Your customers will appreciate if you sell this pack.

Here is a partial list of the Griffin and Skelley lines which will help you make your selection for your next order. Ask your wholesaler for a complete list.

Apricots,	**White Cherries,**	**Greengages,**	**Prunes,**
Peaches,	**Black Cherries,**	**Raspberries,**	**Seedless and**
Grapes,	**Blackberries,**	**Strawberries,**	**Seeded Raisins,**
Pears,	**Damson Plums,**	**Pineapples,**	**Asparagus, etc.**

Keep your eye on this page for additional ads on other quality lines which we handle.

Arthur P. Tippet & Company

Agents

Montreal, Que.

—*the package*

that makes London famous for Soda Biscuits—that puts dollars into Canadian Dealers' Pockets

This package and all other Perrin's Dairy Cream packages contain sodas of a quality that is unsurpassed for richness and flavor. They make an ideal healthful food, crisp and delicious—always fresh. Put up as follows:

5c Parchmentine, 10c Red Label, 10c Cartons, 25c Cardboard, 30c and 35c tins, also in 5c, 10c and 25c Fancy Thin blue packages only. Order your stock now.

D. S. Perrin & Co. Limited

LONDON, ONTARIO

Put your effort behind well-advertised goods

They take less time to sell and make good, steady profits. E. D. S. Jams, Jellies, Marmalades, Catsups, etc., are extensively advertised. They are pure and delicious. E. D. S. purity is backed by the Government stamp of approval—see Government Bulletin (No. 244).

Order from your wholesaler.

Made only by

E. D. SMITH & SON

Limited

Winona, Ontario

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
J. GIBBS	Hamilton

GAIL BORDEN EAGLE BRAND

Borden publicity

influences new customers

Extensive advertising in the leading magazines, women's papers and dailies, brings new buyers to the store that sells the Borden guaranteed quality milk products.

These customers come all ready to buy—little effort is required to make a sale of Borden's Milk Products.

Eagle Brand is the ideal infant feeding milk recommended by physicians—also excellent for table use. Its purity is absolute.

St. Charles Evaporated Milk (unsweetened) is unsurpassed for cooking and baking. Contains a large percentage of butter fat and can be beaten to a froth.

Just let your patrons know you handle.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg.
Vancouver, B.C.

JAPAN TEAS

Furuya & Nishimura

SURPLUS ONION SETTS FOR PLANTING

We offer surplus of our extra fine stock as below, subject to previous sale. Wire your orders at once.

ONION SETTS.

MARKET FIRM—PRICES LIKELY TO ADVANCE.	
Dutch Setts, Yellow	$12.00
Dutch Setts, White	13.00
Dutch Setts, Red	12.00
White Multipliers (extra fine)	18.00
English Potato Onions	11.00
Shallots or Multipliers	8.00
Garlic Setts	15.00

Spread your Onion Setts out thinly in a cool, dry place promptly on arrival, and prevent heating and growth.

SEED POTATOES.

Pure Northern Grown, Extra Fine.	Per Bush.
Bliss' Extra Early Triumph	$1.50
Earliest Six Weeks	1.50
Irish Cobbler	1.50
Improved Early Ohio	1.50

Write us for anything you need in Seeds.

Toronto Phone Main 1510.

WM. RENNIE CO., LIMITED, TORONTO

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

ARCTIC

Fitted With Overlapping Doors

This is our No. 157 divided style, made in different sizes.

Handsome Solid Brass Hardware

It has a handsome appearance and gives perfect service.

The Arctic dry cold circulating air system is a wonderful advancement in refrigeration. It gives the maximum low temperature for ice used, is serviceable, efficient, economical.

John Hillock & Co., Limited

TORONTO, ONT.

Agents:—Quebec and Maritime Provinces: Wolf, Sayer & Heller, Montreal. Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask.

CIRCULAR STYLE

DRY DUSTING MOP

You can retail this style mop at 75c.

YOUR PROFIT IS 50%

On the Tarbox "no oil" Mop. It is chemically treated. It collects dust and holds it.

The Tarbox is a better mop at a lower price—a popular price which is 25 per cent. less than imported mops. It is easier to sell and yields you a larger profit. Sell the

TARBOX

DRY NO OIL DUSTLESS

Mops and Dusters

They satisfy every user. Every user will help you to sell more. That's a fact.

Stock the Tarbox Mops TO-DAY. Get the larger profit and sell for the lowest price.

Supplied through Jobbers

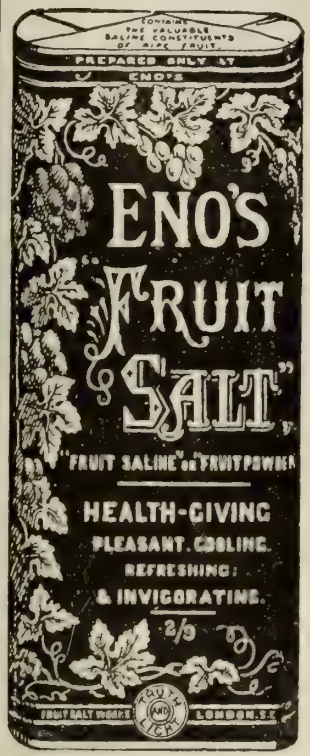
Write NOW for our proposition.

TARBOX BROS.

274 Dundas Street : TORONTO

Every Household and Travelling Trunk ought to contain a bottle of

ENO'S "FRUIT SALT"



A gentle, natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for more than forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

THE old reliable is the prime favorite on wash day for clothes cleaning purposes. This is the kind of article which it pays you to handle, because it brings with it its good reputation.

The prices, moreover, will interest you. We have made good because we have always made good soap. Let us hear from you.

Guelph Soap Co.

Guelph, Ontario

Furnivall's FINE FRUIT PURE JAM

Here is a Jam that is really delicious—just the pure, fresh fruit and cane sugar is used in the making—it is the real home - made stuff. There is none purer, none better.

Get a trial order to-day.

FURNIVALL-NEW LIMITED

HAMILTON, ONT.

AGENTS

Montreal, J. C. Chivers; Ottawa, E. Archdeacon; Toronto, Dane-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Manitoba, Saskatchewan, Alberta, W. H. Escott Co., Ltd. Offices: Regina, Calgary, Edmonton.

LOOK IT UP IN—

THE GROCER'S ENCYCLOPEDIA

A VERITABLE CONSULTING LIBRARY

Full information on every article handled by the grocery and provision trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of **all foods** that you have ever seen or heard of. **Food dictionaries** in English, German, French, Italian and Swedish. The most complete descriptive **wine** list ever compiled.

What they say about the Grocer's Encyclopedia

"We congratulate Mr. Ward upon his work——We wish it could be placed in every store, for it is a treasure house and is sure to pay big dividends."—**American Grocer.**

"A book every grocer should have——the price charged for it is very small compensation for a life work of this character."—**Michigan Tradesman.**

"Will astonish the average grocer."—**Ideal Grocer.**

"Every dealer in food products should have a copy close to his elbow."—**Butcher's Advocate.**

"Should prove of great value to every grocer."—**Up-To-Date.**

"Every conceivable article from A to Z that may be sold in the grocery store is thoroughly described in it. It is a book which would form a handsome addition to the library of any merchant handling foodstuffs and allied products."—**Canadian Grocer.**

"The color pages alone are worth the price. Words are unable to do the work justice."—**New England Grocer.**

"The merchant who does not think better of his calling in life as he glances over The Grocer's Encyclopedia should get out of the business."—**N.J. Trade Review.**

"The most beautiful colored plates that ever appeared in a work of encyclopedic character."—**N.Y. Press.**

"This book is without doubt the best thing of its sort that has yet been issued in this country."—**Grocery World.**

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on fine calendered paper and strongly bound in heavy buckram.

Price only $10.50

Delivery Prepaid

Examine this book for ten days and if you do not think it worth the price, return it at our expense and get your money back.

All orders payable in advance.

BOOK DEPARTMENT

THE MACLEAN PUBLISHING COMPANY, Limited

143-153 UNIVERSITY AVENUE, TORONTO

Selling more!

Progressive Canadian Grocers are selling more Baked Beans than they ever did before. These grocers have found it to be a very profitable policy to push hard our SIMCOE BRAND BAKED BEANS. They sell them in dozen and case lots. "Simcoe" Brand are made from selected beans cooked by the latest scientific methods, all the sauces are carefully prepared from ripe fruit and pure sauces.

The result is a perfect can of delicious baked beans; beans that are better than home baked; and will sell to all classes of trade, with a good margin of profit.

Don't fail to call your customers' attention to the economy and wholesomeness of this food. One tin makes a meal for an entire family.

DOMINION CANNERS
LIMITED
HAMILTON CANADA

Make yours a neat, attractive, trade-pulling store with "Walker Bin" Fixtures

Get the most out of your store space. Don't make customers wade through an unsightly mass of boxes, baskets, etc., piled round on the floor. Make shopping a pleasure for your patrons—display your goods scientifically, get the most out of your display space. A "Walker Bin" System will save 25% of your floor space, improve your service 100%, and make selling a real pleasure. It pays for itself in a short time.
We manufacture the best in show cases and refrigerator counters. Write for illustrated catalog and estimates.

Walker Bin & Store Fixture Co.
LIMITED
Berlin, Ont.

REPRESENTATIVES:

Manitoba: Watson & Truesdale, Winnipeg. Sask. and Alta.: North West Specialty, Saskatoon, Sask. Vancouver: Western Plate Glass Co., 318 Water St. Montreal: W. S. Silcock, 33 St. Nicholas St. Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

WALKER PATENTED BINS

Store of J. E. B. Wilkinson, Saskatoon, Sask.

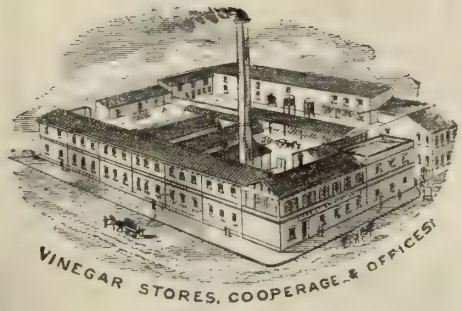
When customers complain about the high cost of living, tell them a package of KNOX GELATINE makes two full quarts of delicious jelly at a total cost of fifteen cents, and you can guarantee the absolute purity and wholesomeness of this economical dessert.

KNOX GELATINE pays you a splendid profit; it is widely advertised and easy to sell; it will pay you to

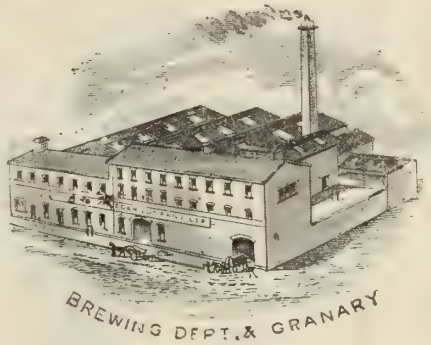
"Make KNOX your Gelatine Leader."

CHARLES B. KNOX CO.

Johnstown, N.Y.



Mr. W. E. Wigmore
(Special Representative now visiting Canada.)



PURE MALT VINEGAR

Fardons' Vinegar doesn't just "happen" to be better than other Vinegars—it is made better—infinite pains are taken in every detail of its production. In the selection of the grain, in the cleanliness and efficiency of the machinery, in the many stages of brewing, in every process right up to the final "racking" into casks, the greatest care is exercised—it is an article of proven quality that will secure and hold trade in face of the keenest competition.

Fardons' Vinegar is the vinegar which is brewed from Malt and Barley—and nothing else. Write now for samples and prices for Summer delivery to

FARDONS' VINEGAR CO., LIMITED

BIRMINGHAM, ENGLAND

Agents: F. L. Benedict & Co., Read Bldg., Montreal. Maclure & Langley, Ltd., 12 Front St. E., Toronto. Nicholson & Bain, Winnipeg.

Hundreds of uses for Lawrason's

There are hundreds of uses in the home for **Lawrason's Snowflake Ammonia.** It takes the place of soap in scrubbing, washing, etc.; when used for washing clothes it gives them a pure white color, and being absolutely pure allows its use with the greatest degree of safety for fine laces and linens; **Lawrason's Snowflake Ammonia** added to the water in washing dishes frees them from grease, makes them spotlessly white and won't hurt the hands. It is a wonderful disinfectant, and finds its biggest use in this respect for cleaning sinks or bathtubs.

Educate your trade into the uses of Lawrason's Snowflake Ammonia. It is an easy selling proposition—the profit makes it worth while.

We have a co-operative plan, a scheme you might call it, for introducing Lawrason's Snowflake Ammonia in your town and incidentally boosting your store. Write us for particulars.

Your wholesaler has "Snowflake."

S. F. Lawrason and Company

LONDON, ONT.

Frank H. Wiley, 757 Henry Ave., Winnipeg, distributer for Manitoba.

Howe, McIntyre Co., 91-93 Youville Square, Montreal, distributer for Quebec.

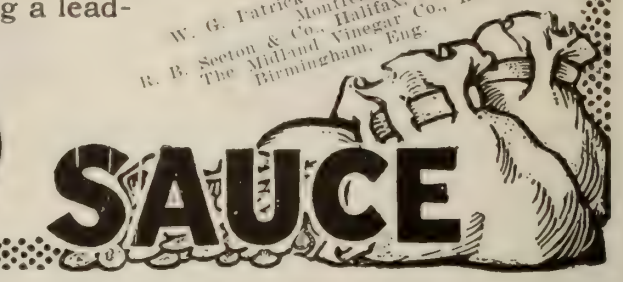
D J. McLeod, 102 Purvis Block, Edmonton, Alta., distributer for Alberta.

J. Hunter White, St. John, N.B., distributer for New Brunswick.

How Many Customers Have You

who have not asked for H.P. Sauce? Our new extensive advertising is exciting a large demand, and your customers are buying it **Somewhere.** Wide-awake grocers are making a leading line of

W. G. Patrick & Co., Limited, Toronto.
R. B. Seeton & Co., Montreal, etc.
The Midland Vinegar Co., Ltd., Halifax, N.S.
Birmingham, Eng.



H.P. SAUCE

Give your customers better value for their hard-earned dollars

Bee Brand Specialties, Jelly Powder, Starch and Borax, are gaining a country-wide reputation for exceptional value.

We want you to write direct and connect with us. We have a money-making plan.

Responsible agents will hear of a good proposition.

FORBES & NADEAU, Montreal, Que.

Zip! Zip! Zip!

Zip goes the register, **Zip** goes the dirt, **Zip** go the sales, **Zip! Zip! Zip!** all the time.

THE BIG HAND-CLEANER

—the greatest value in hand-cleaners to-day, and it is quality through and through.

The Zip Mfg. Company, - Sutton, P. Q.

AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.

2 and 5 lb. Sealed Cartons of

Redpath

EXTRA GRANULATED SUGAR

are

Easy to Handle and Easy to Sell

Customers like this clean, white sugar; they recognize a "quality" article and appreciate the convenience of the package.

That is "SATISFACTION," which means continuous and increasing business for you.

The Canada Sugar Refining Co.

Montreal, Que. . . . . Limited

CLARK'S

OX and LUNCH TONGUES

are a high-class delicacy and the annual supply is NONE TOO PLENTIFUL.

CLARK'S

are prepared from the most carefully selected tongues, delicately cured and cooked to perfection.

YOU WILL BE WELL ADVISED IF YOU BUY NOW

Clark's Pork and Beans

Keep Well Ahead
Of All
Competitors

W. CLARK LIMITED, MONTREAL

Right Now

YOUR sales of canned goods should be increasing. The prices are the lowest they have been for years. Let us replenish your stock with **TARTAN BRAND**—the brand that has stood the test of years—it cannot be beat for quality and purity.

Introduce the **TARTAN BRAND** to your customers—they will appreciate your regard for their interests.

The majority of "quality" grocers from Hamilton to Vancouver handle the TARTAN BRAND. Are you one of them? It will pay you to get into line.

Book 1914 Canned Goods with us. We will protect you fully.

Tartan BRAND

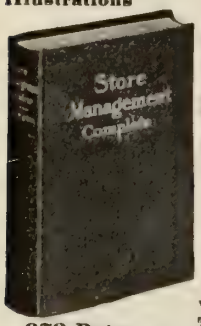
THE SIGN OF PURITY

Groceries, Spices, Canned Goods, etc., etc., etc.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON, ONT.**

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

Canned Vegetables and Fruits, 1913 Pack

Finest Quality Goods **Sanitary Cans**

To encourage and stimulate the packing of a higher and improved grade of Canadian packed Fruits and Vegetables, we have eliminated all secondary and questionable brands, and stock only high A1 standard grades sanitary pack, which are open to the trade under our guarantee of moderate prices commensurate with the high quality.

ORDER NOW. **PRICES RIGHT.**

Campbell Bros. & Wilson, Ltd.
WINNIPEG

Campbell, Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON & LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd.
REGINA

Wholesale Grocers and Importers

Overcome these "IFS," Mr. Grocer

IF you have never carried any stock of grape juice—

IF you have had unhappy experience with some brand which did not please your customers or which did not "stand up" and became a loss to you—.

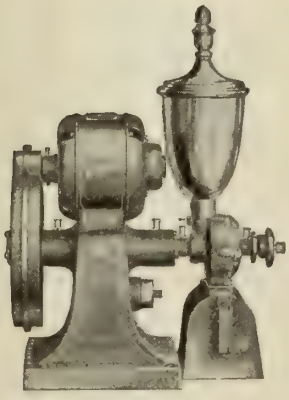
THEN increase your sales and put more on the profit side of your balance sheet by handling **only** the grape juice that the public knows is **Nature's Best At Its Best.**

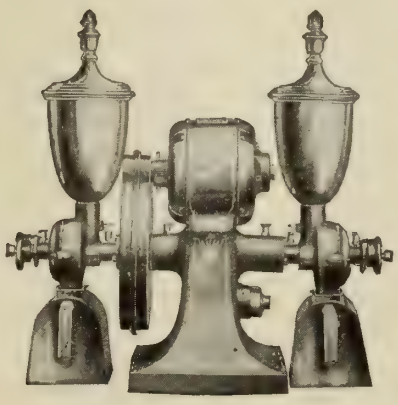
Welch's
GRAPE JUICE

Retailers may depend upon grape juice bearing the Welch label. We make no private brands. WE produce but one grade—the highest. We accept only the finest Concords grown. The exact, sanitary Welch method of pressing the fresh grapes and sterilizing and hermetically sealing their juice gives you a product you can unqualifiedly recommend.

Write for our free window and store advertising material and dealers' helps.

The Welch Grape Juice Company, Westfield, N.Y.





Mr. Grocer:—

What are you doing to give up-to-date SERVICE in selling Coffee?

Are you selling all the Coffee that all the customers whom you serve are consuming?

If not, there is a reason.

If yes, how do you know?

We can safely tell you that you are not selling all the coffee you can or should sell, if you are not properly equipped to give up-to-date Coffee SERVICE.

Write us for Free information for Increasing Coffee Sales.

The Hobart Manufacturing Co.
105 Church St., Toronto, Canada

Quality and Reputation behind both

"BRASSO" and "ZEBRA" are not experiments. By stocking them you are *not speculating* on the genuineness of their worth or the possibilities of public demand. Every tin of

ZEBRA & BRASSO

is the product of a House with a Reputation for Quality. There is *real* merit in their manufacture, and it's up to you to benefit in the large sales.

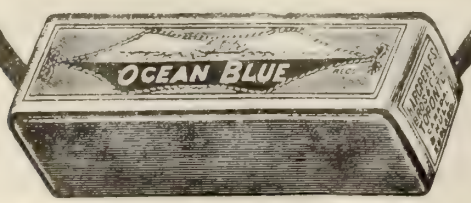
RECKITTS (OVER SEA), LTD., 122, Wellington St. West, Toronto

When Comparison is made with any other blue, the user quickly finds there is just that extra quality and greater effectiveness in OCEAN BLUE that she has been looking for.

It is this "Out-of-the-Rut" quality which finally pulls business for

OCEAN BLUE

HARGREAVES (CANADA,) LIMITED,
33. FRONT STREET, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C



Still Hesitating

about starting that Tobacco Department?

No need to—if you stock Rock City lines; *there's money in it.*

The liberal profit derived from the sale of our Tobaccos, etc., is not the only inducement to be considered. How many householders who smoke are there in your district not at present doing business with you? By pushing Rock City brands you can make a good majority of them permanent customers for their favorite smoke, and it is only natural that being pleased with their tobacco purchases they will favor your store.

Weigh up the possibilities, then write for our terms—they will appeal to you.

Rock City Tobacco Co..
LIMITED
QUEBEC WINNIPEG

DOLLAR BAGS

Have you looked into this package? It is selling well.

St. Lawrence Granulated

Packed in 16, 17, 18 and 19 lb. cotton bags. They save the merchant time, trouble, labor, loss in weight, and are, in addition, an attractive package to the consumer.

VIG-NOL

The greatest help to women on wash-day.

Washes clothes without rubbing.

Your customers will want Vig-Nol when they know what it will do. Write for Special Introduction Offer.

H. NAGLE & COMPANY, P. O. BOX 2024
MONTREAL, QUE.

A store convenience — costs little — gives big service

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

Selling Agents for Canada:
KILGOUR BROS.
21-3 Wellington St. W., Toronto

O. P. McGREGOR
Patentee and Manufacturer
411 Spadina Ave., Toronto

The call to arms!

An army of salesmen consisting of nearly every progressive Grocer and Clerk in the Dominion read "Canadian Grocer," and are on the lookout to push just such a product as yours. Will they see your advertisement in this issue?

Get our rates without further delay---you are losing more than we by not advertising with us.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

A want ad. in this paper will bring replies from all parts of Canada.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

Agencies Wanted

I solicit representation of good Grocers' Druggists' and Confectioners' lines.

M. D. BEARD
15 Jarvis St. TORONTO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

The **Condensed Ad.** page will interest you

HENRI DE LEEUW
28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

ONTARIO.

COLLECTIONS!
Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.
COMMERCIAL COLLECTION CO.
77 Victoria St., Toronto, Ont.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wantiug live representatives.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers
WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co., Ltd.
Wholesale Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

WESTERN PROVINCES—Continued.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . Vancouver, B. C.

O'LOANE, KIELY & CO., LTD.
Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries. Buyers' and Sellers' Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun.
VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
CLAUDE BEAUCHAMP
223 Commissioners St., Montreal

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

BRAND

STUHR.

STUHR'S
CAVIARE
FILLETED ANCHOVIES
(In Brine).
ANCHOVY PASTE
(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

OAKEY'S
The original and only Genuine Preparation for cleaning cutlery.
'WELLINGTON'
KNIFE POLISH
JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

Steadily Growing
in popular favor.
MAPLEINE
is a very necessary item in all up-to-date stores.

ORDER FROM
Frederick E. Robson & Co.
25 Front St. E.,
Toronto, Ont., Canada
or
Mason & Hickey,
287 Stanley St.,
Winnipeg, Man., Canada.

Crescent Mfg. Co.
SEATTLE, - WASH.

Readers of The Grocer, Let Us Know Your Wants

The Canadian Grocer is in a position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Canadian Grocer you are entitled to this service.

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

You can't discount your invoices with bills receivable

Getting your Money

HERE'S a scheme used by a prominent Ontario retailer that successfully solves this problem:

"New Accounts were refused unless the customer furnished good references. He kept a card index record of how accounts were paid." Here is the card and the dealer's own story of how it worked out:

Name—Mrs. John Watson	Where Employed John Doe Mfg. Co., Ltd.
Address—179 Main West	Salary—$60 per month
Recommend by—Sterling Bank	Will pay account regularly on 15th.
Jno. Dean, Shoemaker	Credit limit—$20 per month

Standing of account each month

Jan. 15.	**Paid $13.60.**	**In full.**	
Feb. 15	**" $14.50.**	**"**	
Mar. 15	**" $11.20.**	**"**	
Apr. 15	**" $8.00.**	**Balance $3.50.**	**Ins. due.**
May 15.	**" $17.00.**	**In full of a/c.**	
June 15	**" $9.00.**		

Form used for checking credit accounts

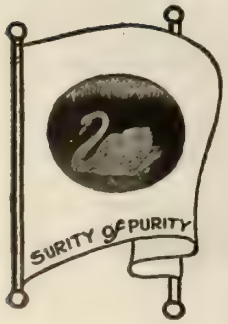
"When an account was opened, the customer was asked when she could pay regularly. If she said the 15th of the month, I politely told her I did not want the money on the 14th or the 16th, but on the 15th, and that if she couldn't pay on that day I would rather not open the account. This impressed the importance and seriousness of the obligation they were assuming, and they realized that I would want my money on the 15th. They thought about it all month, and regularly on the day promised I had my money. The data of these payments were recorded as illustrated. When the customer did not pay by 3 p.m. of day promised I immediately went after them and got my money before it was all spent. But when that customer asked for further credit it was refused.

"My trade doubled in six months, and 60% of my business is cash. This speaks well for my system."

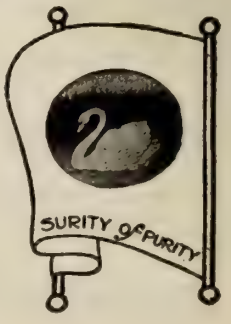
You can't discount your invoices with Bills Receivable.

Send for White Swan Catalogue.

This is the sixth of a series of valuable tips of interest to every grocer.



WHITE SWAN
SPICES AND CEREALS, LIMITED
TORONTO



FOLLOW THE LEADER

A very large amount of money has been spent in advertising Ceylon Tea in Canada—but Indian Tea, through the pure force of intrinsic value, the qualities of richness and strength, has forced itself to the front until there is now more Indian Tea consumed in Canada than of Ceylon.

We naturally take some credit for this, as we were probably the first in this country to appreciate the real value of Indian tea, and without a doubt it was the use of a large percentage of Indian Tea blended with Ceylon that gave Red Rose Tea the distinctive character which made it a favorite from one end of Canada to the other.

It is safe to predict that other firms who in the past have been strong advocates of Ceylon Tea alone will in the near future follow our lead, and will be using and advertising Indian Tea as well as Ceylon.

Watch the advertising of the next year or two and you will find our prediction will come true—and you will remember it as "a tribute to Red Rose Tea"—Always the leader in real value and quality.

T. H. Estabrooks Co., Limited

St. John, Montreal, Toronto, Winnipeg, Calgary

ENLARGING SALES!

It's easy to enlarge Jam and Marmalade sales with L & B Banner Brand products. Made of pure fruit and sugar only. The superior quality, popular price, and tumbler container are the factors that go to make satisfied customers and large sales.

L. & B. Banner Brand

fruit products are put up in tumblers, 12 oz. glass jars, Nos. 2, 5 and 7. Gold-lacquered pails and 30-lb. wooden pails for biscuit manufacturers' and bakers' use.

Your wholesaler will gladly fill your orders. All flavors.

Lindners Limited

306 Ross Ave.
WINNIPEG

340 Dufferin St.
TORONTO

REPRESENTATIVES:

Watt, Scott, Limited, Montreal; H. D. Marshall, Ottawa, Ont.; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver.

PATNA RICE

Be careful to buy, and get, the genuine imported.

WE HAVE IT { 224-lb. bags / 112-lb. bags / 56-lb. bags

Don't accept SIAM for PATNA, offered by unscrupulous people. There are some!

Rice is hard to test.

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RANGOON, ETC. Buy now.

Different qualities, Different size bags. Everything to give you satisfaction.

ROQUEFORT CHEESE

The genuine, "Surchoix," at 4½s ea.

GRUYERE in Tubs

The best, with large eyes.

CAMEMBERT in Tins

Medium and Picnic Size. Genuine French Pack.

GET OUR PRICES.

GENUINE SPANISH PIMENTOS

The best quality only. **Only 50 tins in a case, $6.00 cs.**

NORWAY PURE COD LIVER OIL

(Lofoten) Tinned Cask.
ABOUT 25 GALLONS. **"Genuine."** $31.25 CASK.
Did you ever handle it?

CALIFORNIA EVAPORATED PEACHES

Cheaper than apples. Choice 25-lb. boxes.
THINK OF THE PRICE, per lb. - - - 7¾c to 8½c

"Satisfaction Always."

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MONTREAL

ESTABLISHED IN 1842

GROCERY "SERVICE" means skill in selecting, buying and stocking commodities which the customer needs—

TO SELL "SERVICE" SUCCESSFULLY you must therefore study your public.

IN THE MATTER OF TEA, the Public demands QUALITY, and what is more, RECOGNIZES it—

HERE, THEN, IS YOUR OPPORTUNITY to market your SERVICE—The most profitable commodity in your store—Stock only that tea that has been tried, proved and elected THE BEST.

SALADA CEYLON TEA

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BOSTON
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A Few Turns
—*the Elgin does the work*

Though a hand-propelled coffee mill it turns easily and grinds as rapidly as nearly every power machine made. The new style force-feed, steel-cutting grinders do not pulverize, but cut the coffee beans — quickly adjusted to all requirements. There are thousands of satisfied users —ask your friends. Any of these jobbers will give you our catalogue and lowest prices.

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In these days of keen competition

no grocer can afford to be without a Eureka Refrigerator. Do not take chances. Perishable eatables must be kept in good condition. There is nothing made that will do this as well as the Eureka. The best butchers and grocers in all parts of the Dominion have been using them for the past 25 years. You cannot afford to take any hances with anything that is said to be just as good. Write for catalogue or call at the factory. Sold only direct.

Eureka Refrigerator Co.
LIMITED
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Refrigerators

One Quality Always and That the Best

Mustard, the staple condiment, to be good must be the Right Brand and properly prepared. Inferior quality materials are never used in the preparation of

COLMAN'S MUSTARD
OR
KEEN'S MUSTARD
IN SQUARE TINS

They are always uniform in quality and flavor and of superior strength. The trade demands the best; these brands supply it.

Magor, Son & Co., Limited
Agents for the Dominion of Canada
403 St. Paul Street, Montreal
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Stock It Pays to Handle

Crown Brand Corn Syrup never becomes dead stock—it can't because the demand for it is steady and persistent. Most housekeepers positively refuse to accept a substitute for

Crown Brand Corn Syrup

They know it is the best and purest corn syrup made, wonderfully nourishing for children, and a great help in the kitchen. You will find Crown Brand easy to sell—easy to get when you want it.

Your Order Shipped Promptly.

The Canada Starch Co., Ltd.
Manufacturers of Edwardsburg Brands
Works: Cardinal and Brantford

CANADIAN GROCER

VOL. XXVIII APRIL 24, 1914 No. 17

Organization the Only Hope of the Retailer

If He is to Get Justice From Governments, He Must Present a Strong Front—Labor Organization Defeats the Garnishee Amendment of the Ontario Grocers—A Good Fight by J. R. Dargavel, M.P.P., and the Grocers.

AFRAID apparently of the votes of the Toronto labor men, the Legal Committee of the Ontario Legislature, on Tuesday at 2 p.m., considered adversely and threw out the amendment to the Garnishee Act, which the Ontario Retail Grocers' Association have been trying for a long time to get on the statute books.

J. R. Dargavel, M.P.P., for Leeds, fathered the amendment, the chief clause and a general merchant himself, of which was:—

> Every debt due or accruing due to a mechanic, workman, laborer, servant, clerk or employee for or in respect of his wages, shall be exempt from seizure or attachment to the extent of one-half of the amount so due or accruing due.

A Help to the Honest Wage Earner.

Before the Legal Committee, among the personnel of which were to be seen such political and legal lights as Hon. J. J. Foy, attorney general (chairman); Hon. W. J. Hanna, Hon. Dr. Pyne, Hon. W. H. Hearst, W. D. McPherson, K.C, and W. S. Brewster, Mr. Dargavel presented concisely and fairly the reason why the change was asked. "No one who is honest," he said, "could take any exception to such an amendment. In any case it leaves the debtor half, and it would tend to make the credit of the honest wage earner better in times of stress.

"It also," added the speaker, "tends to provide against the dishonest debtor getting out of an honest debt."

Just as Mr. Dargavel concluded in came a number of labor men, among them Gibbons, Bancroft and Controller James Simpson, all of whom spoke against it, declaring that they could have brought up an army of labor men to oppose the bill.

This was evidently too much for the timid ministers and members of the committee, and one after another, McPherson, Brewester, etc., opposed it with the old saws that "retailers had the matter in their own hands;" "$25 was little enough to leave a man," etc., etc.

Two Constant Workers.

Ex-president Clark of the Ontario R. G.A., and Secretary W. C. Miller, who have been on the job day after day at the Parliament Buildings to help the matter along, pointed out the unfairness of the existing law which had become stale under the advance of modern conditions; but it was of no avail. The members of the committee had the votes of the labor party in their eye, and the bill was eventually discarded. Mr. Dargavel, although not a member of the Legal Committee, stood practically alone in the fight for what the average man would consider common honesty; but when the vote was taken there was not one member of the committee to favor his amendment.

J. R. DARGAVEL,
M.P.P. for Leeds, Ont.

Mr. Dargavel deserves the thanks of every member of the retail trade in Ontario for the splendid fight he put up on behalf of the retailers. He did his best to get the amendment to the garnishee law, but being arrayed against the labor men, who are well organized, he waged a losing fight, but not to his discredit. Last year it was through his instrumentality that the Bulk Sales Bill, introduced by W. D. McPherson, was defeated. Besides the retail trade, he represents the dairy and agriculture interests in the House. He has been instrumental in getting several amendments to the Dairy Act, and there is no member in the House called upon to serve on as many special committees and commissions. Among these have been the Prison Labor Commission, the Pure Milk Commission, the Redistribution Committee of 1908, and the Bread Bill Committee. He is also a member of all the regular committees of the House.

Hinges on Organization.

The entire proceedings impressed one with the fact that "organization, organization, organization," is the only remedy for the injustices besetting the trade. The labor men are united. The members of Parliament know it and it does not appear that the retail trade will be able to get many concessions from the Government unless its members can show a united front that will awe the legislators into serious consideration of their just dues.

Much Work Expended.

The fight of the Ontario grocers for an amendment to the Garnishee Act has been a long one. Long before the Ontario R.G.A. organized on Good Friday, 1912, different local associations "worked on the case," but without avail, principally because nothing definite had been adopted and no set plans formulated.

After that meeting, and more particularly since the first annual convention in April, 1913, has that organization been working diligently for the change. Petitions were gotten out, and circulated by the secretary all over Ontario. These came back with hundreds and thousands of signatures and towards the end of the year these were placed in the hands of the solicitor. Cabinet ministers were approached from time to time, and while they invariably shied one way and another, they stated the question would come up in due course, yet little was ac-

complished until a couple of months ago when the secretary went personally to the Parliament Buildings and got after the Attorney-general. The latter referred him to J. R. Dargavel, M.P., for Leeds, and Mr. Dargavel was found to be a true friend of the merchants. He agreed to father a bill which would amend the Garnishee Law. The amendment was somewhat different from what the petition called for. The latter asked that the $25 which the debtor was permitted by law to retain in case of garnishee, be reduced to $10. This request was deemed fair inasmuch as the majority of people are now paid weekly, and that, therefore, there was seldom $25 coming to any laboring man in wages. The exception was, of course, in regard to railway employees who are usually paid once a month; but it is well to remember that the railway corporations are strict with their men in the matter of paying accounts.

So it is the small accounts particularly, ranging from $12 to $25, that the trade wanted to be able to collect by garnishee.

The Wording Changed.

In discussing the matter with Mr. Dargavel and other members of Parliament, the association officials were asked to have the bill that would be presented, changed to read that one-half the amount of the debt could be garnisheed. They were assured that this would likely be received with more favor than the other. This bill, then, as quoted in last week's Canadian Grocer, passed its first and second readings. On the occasion of the latter, however, objections were received from Allan Studholme, M.P.P., Hamilton, and were referred to the Legal Committee. Allan Studholme was therefore the man who really defeated the bill. Otherwise, Mr. Dargavel maintains it would have gone through finally last week.

Anyone with knowledge of this Legal Committee, knows that it is somewhat slow to move. A meeting of it was called for last Friday at 12 o'clock noon, and although Mr. Dargavel had his ammunition in shape, other government conferences prevented it. D. W. Clark and W. C. Miller were on hand, but they were doomed to disappointment. The bill finally went to the Legal Committee on Tuesday, and the last chapter is as above stated.

BUTTER IN COLD STORAGE.

The proposed bill to be considered by the Dominion Parliament in relation to the financial encouragement of the establishment of cold storage facilities has particular significance to the butter trade. Butter, if well made, it is claimed, can be kept in cold storage for long periods without material harm being done, although it is very susceptible to its surroundings as regards its taste, showing a tendency to absorb flavors and odors. Cold storage should then prove an important factor in maintaining more equal prices between the short and the long seasons of the year.

In connection with this matter, the New York Commercial says:—

"Butter is one of the most indestructible substances used as food. There is practically no limit to the time during which it can be kept in cold storage without serious deterioration, and, if the butter was of good quality in the first place, no deterioration takes place which renders it unfit for food. Butter absorbs odors and flavors from the air, and in this way its flavor can easily be damaged, and when not kept sufficiently cold it tends to become rancid. Even rancid butter is wholesome and can be renovated for cooking purposes without any trouble, and it is both unwise and unfair for certain newspapers to try to create prejudice against its use. It should be sold for what it is, but there is no reason why it should not go into consumption as a sound food product. From time immemorial butter has been used in the hot climate of what is now British India, where the native custom is to clarify it by melting and skimming just as ordinary lard is treated, and to keep it in jars until it is required for use. This melted butter is called ghee, and jars of it have been found in the cellars of buildings destroyed in wars that were fought centuries ago, the contents of which were fit for food and had undergone no greater deterioration than usually occurs within a year."

Some of the grocers get their picture "took" on the steps of the Toronto City Hall while attending the convention.

The Executive "heads" of the Ontario R.G.A. From left to right, bottom row: E. K. Barnsdale, Stratford; Ed. Hazell, Hamilton; G. B. Drake, London; W. J. Mellen, Brantford; Thos. Shaw, London; Adam Palmer, London; Alex. Phillips, Ottawa. Top row: Donald McLean, Toronto; F. C. Harp, Brantford; J. S. McIntosh, Hamilton; W. C. Miller, Toronto; Chas. McCausland, Paris, and E. F. Mason, Peterborough.

Progress of the Amalgamation Proceedings

What Has Taken Place Since the Ontario Retail Grocers' Convention—Surprising Privileges in R.G.A. Charter—Brantford Association Takes a Vote — Conference of Executives Next Tuesday.

AT the conclusion of the Ontario Retail Grocers' Convention in Toronto last week, several members of the executive called at the office of the Retail Merchants' Association and interviewed Secretary E. M. Trowern further on amalgamation. The operation of the office, the credit-reporting system and the books of the association were explained, and at least some of the grocers were impressed with what they saw. The visit, of course, was unofficial, in a way, not all of the executive of the Retail Grocers' Association being present.

At the regular monthly meeting of the Toronto R.G.A. on Monday night, the question of affiliation was again discussed pro and con. President Neil Carmichael reviewed what had been done at the Ontario Convention, and urged that this move be taken as he considered it would strengthen the retailers' hands. He pointed out that there would be an executive meeting of the Ontario R.G.A. in Toronto on Tuesday evening, Apr. 28, when a conference would be held with the executive of the R.M.A.

Privileges in R.G.A. Charter.

At the same meeting W. C. Miller, secretary of the Ontario body, gave somewhat surprising information when he announced that the Ontario Retail Grocers' Association had under their charter the same privileges in Ontario as those enjoyed by the Retail Merchants' Association of Canada in their Dominion charter. He attended the regular meeting of the Brantford R.G.A. on Tuesday night and gave the members there the same information. He claimed that in justice to those who opposed amalgamation, he felt it his duty to point out these privileges, making it plain, however, that he did not do so with any intention of using it as a weapon to attempt to defeat amalgamation. That must be considered on its true merits.

The clauses in the Ontario R.G.A. charter giving the members widespread privileges in regard to disseminating information read as follows:

> (b) The collection and publication of information and statistics relating to or concerning such interests.
>
> (c) The procuring and furnishing to its members information as to the solvency of persons who deal with any of its members.

Mr. Miller stated that after hearing at the convention that the R.M.A. possessed these privileges alone, recollected that the charter which he as representative of the Ontario R.G.A. applied for, contained the same clauses, as he had modeled it after the fashion of that of the R.M.A. On looking up the Ontario Gazette of Aug. 3, 1912, he found his recollections substantiated.

A Vote at Brantford.

At the Toronto grocers' meeting, no vote re amalgamation was taken, but at Brantford on Tuesday night, the majority of the members seemed inclined to hold on to the Ontario R.G.A., and on a straight vote as to whether they would favor amalgamation, decided negatively.

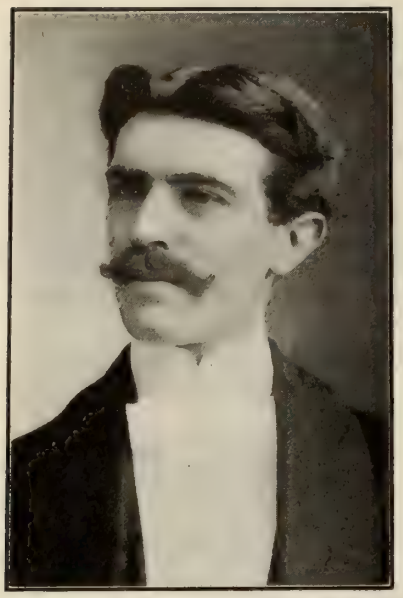
This explains about how the matter rests at the present time. Until next Tuesday's conference there will be little new to report on this matter. London and Hamilton are yet to be heard from.

* * *

Discussions at all conventions naturally fly off occasionally into tangents. These are picked up by other members and before dropped considerable infor-

ADAM PALMER, London, Ont.
Elected second vice-president of the Ontario R.G.A.

E. K. BARNSDALE, Stratford,
Third vice-president of the Association.



F. C. HARP, Brantford,
Member of the Executive.

mation and many opinions "on the side" are brought to light.

At the grocers' convention in Toronto last week, which was reported in the spring number of last week, the question of a standard weight of a bag of potatoes came up. Duncan Bell, manager of the grocery department of Bryson-Graham, Ottawa, maintained that there should be a standard weight for a bag of potatoes in Canada. Quebec was the only province now with a set weight and this was 80 lbs. He believed 75 lbs. should, however, be the standard. With such a standard the sugar bags could be used as they would not comfortably hold more. At the same time a 75-lb. bag could be readily handled by boys and old men, and it contains an even five pecks.

It would seem that if a standard is gone after, the trade in every province should concentrate on a certain weight per bag and stick to that. Otherwise, there is bound to be friction in the exporting of potatoes from one province to another.

Some Questions Asked.

Some of the questions submitted for the Question Box were scarcely definite enough for careful consideration, and for the lack of certain specific details had to be passed up. Others were, however, more relevant.

One of them was: "What steps can this convention take to help along the Wednesday afternoon closing movement?" The advice was given that each district organize itself and control the matter.

Another question read:—

"I bought an order of goods on usual terms, 30 days, and after two weeks more, ordered some other variety. The traveler called with statement in meantime and refused to leave it with the bookkeeper, and would not take order till first statement was paid. What think ye?"

D. W. Clark maintained that the statement should have been sent by mail and not handed in by the traveler. When he gets a statement he wants time to look it up, and would not consent to pay the traveler.

"Please explain how a grocer buying soap in single case lots and paying $4.15 per case can sell retail 6 bars for 25 cents?" was another question.

Selling soap at 6 bars for a quarter means $4.17 per case. The gross margin on an outlay of $4.15 is, therefore, only 2 cents on every case sold in that way.

W. J. McCULLY, Stratford, Ont.,
Member of the Executive.

"It can't be done;" "better not sell any at all;" were some of the answers.

A question that was discussed at length was:—

"Could it be possible to have legislation enacted whereby bananas, cabbages, celery and other goods could be bought and sold by weight instead of under existing conditions?"

"A lot of things," remarked Duncan Bell (Ottawa), "would be better if we sold them by weight. We sell our cabbages by weight because there is so much difference in size."

D. W. Clark.—"We sell almost everything by weight—beans, cabbages, ciscoes, new potatoes, spinach, etc. No two clerks will supply a customer alike in selling any of these goods by number or measure."

J. A. McIntosh (Hamilton)—"Everything should be sold by weight. It's the only fair way. The sooner something is done along that line the better."

On motion of J. A. McIntosh and E. C. Jamieson, the above question was passed on to the executive to take the matter up in regard to legislation.

"Sixty and 10" was the answer one grocer gave to the question, "What is the best discount on paper bags in 10,000 and 25,000 lots?"

An executive meeting of the Association is called for next Tuesday night in Toronto to talk over with the executive of the Retail Merchants' Association, the proposed amalgamation.

The London delegation face the camera man. From right to left: J. A. McFarlane, Adam Palmer, G. E. Ecclestone, Thos. Shaw, G. H. Ellis and Gordon Drake.

How Other Grocers Do Things

HAVE DEPOSIT ACCOUNT SYSTEM.

Wilson's grocery, Kamloops, B.C., inaugurated some time ago a deposit account system. This store now allows 2% on deposit accounts. It is claimed that customers find it an advantage to deposit a certain amount each month and run their grocery account against it. In this way, the firm say, they get the benefit of low cash prices and yet are saved the bother of paying for each order as purchased.

The two per cent. they are now allowing, it is considered, is an additional advantage, as it amounts to about 12 per cent. per annum on the money invested.

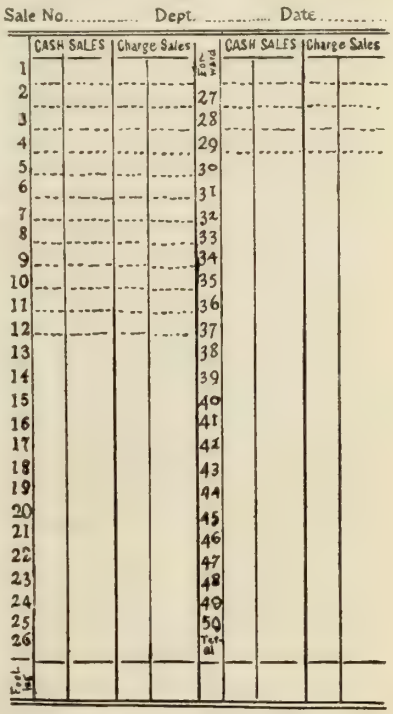
KOSHER DEPT. IN MONTREAL STORE.

A Kosher department is a feature of the grocery store of Fraser, Viger & Co., Montreal. Montreal has a very large proportion of Jewish residents, and is well known, they demand many kinds of goods other than are ordinarily sold in a grocery store. Particularly at their feast seasons do the Hebrew citizens demany special dainties that do not enter into the regular grocery store stock.

For the Passover feast, which this year occurred at the same time as Easter, Fraser, Viger & Co. featured this department in every way possible. Special window displays were put in for the occasion and generous space taken in the newspapers to advertise it. The department is under the superintendence of Shomer Mittenthal, who was recommended to Fraser, Viger & Co., about twenty-seven years ago by Rabbi De Sola, and who has been regularly with the company ever since. Having a Hebrew at the head of this department is a guarantee to his countrymen that everything in the department is strictly kosher, as it should be for these events. Among the goods on display during the Passover season were Palestine olive oil and honey, Palestine liqueurs and cordials, Berliner tea, matzoths, matzoth meal, potato flour, macaroons, fresh and evaporated fruits, nuts, sugar, spices and relishes, etc.

CASH AND CREDIT SALES.

Each salesman in the store of the Powell Grocery Co., Dundas, Ont., has a separate book for entering cash and credit sales. A page of this is reproduced herewith, showing how it is operated. At the end of every day the cash and credit sales of each salesman are added up and placed to his credit in the weekly and monthly blank sheet, shown and described in last week's issue, the spring sales number. This system also gives the total number of cash and credit sales made by every salesman.


Sale No..... Dept. ..... Date.....

	CASH SALES		Charge Sales			CASH SALES		Charge Sales	
1					27				
2					28				
3					29				
4					30				
5					31				
6					32				
7					33				
8					34				
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22					48				
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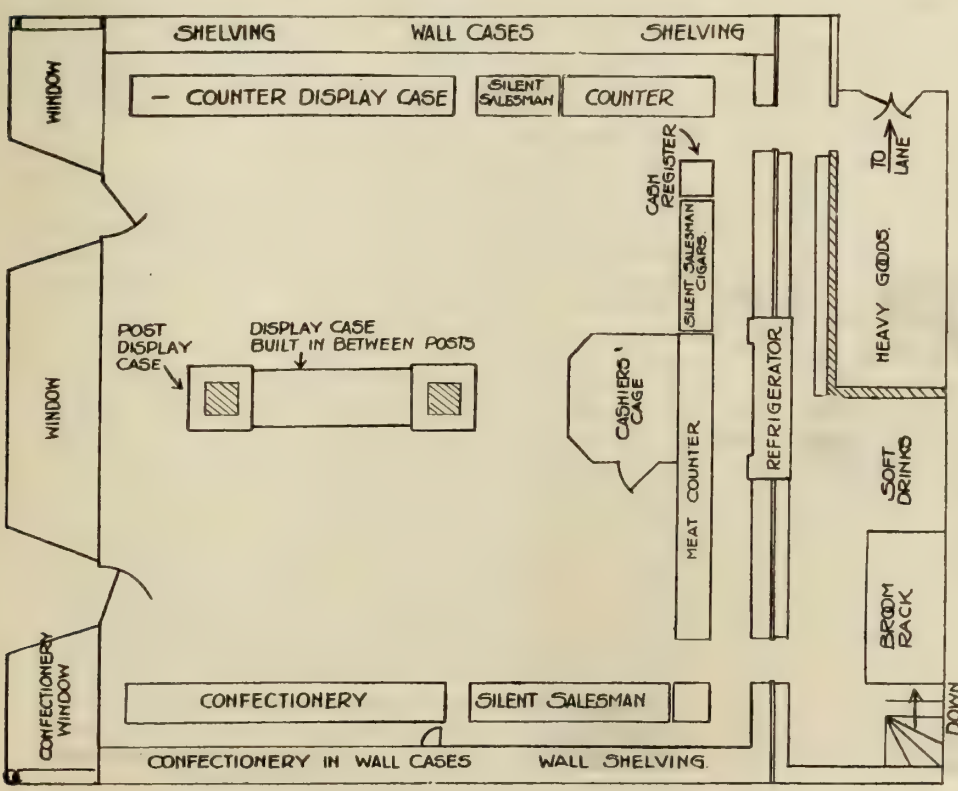
24					50				
25					Total				
26									
Total									

A system of the Powell Grocery Co., Dundas, Ont., which supplies information each day on cash and credit sales.



Ground plan of the Royal George Grocery, Montreal, Que.

Ice economy is secured by keeping the refrigerator well filled with large pieces. When there is little ice in the ice chamber it melts much faster, as the temperature is higher. Small pieces melt rapidly as they fail to reduce the temperature.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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TORONTO, APRIL 24, 1914

SIMPLE JUSTICE TABOOED.

WHY ANY HONEST working man would object to the passing of the Garnishee Amendment submitted by the Ontario Retail Grocers' Association is beyond the knowledge of any sane man. Yet when the matter came before the Legal Committee of the Ontario Government on Tuesday, not only Allan Studholme, M.P.P. for Hamilton, Controller Simpson, of Toronto, and other labor men, but members of the Cabinet in a sense declared that the man who contracted an honest debt which he wouldn't pay was within his rights. If that is not placing a premium on dishonesty, it is a strange world in which we live.

J. R. Dargavel, M.P.P., backed by the Retail Grocers' Association, asked that the old law which left a man $25 wages be changed to read that 50% of the debt could be collected by garnishee, thereby always leaving the debtor the other half.

Any man who contracts a debt, and particularly when purchasing the necessities of life, is in duty and honesty bound to settle that debt. So when men are allowed the privileges as contained in the present law, it simply means that downright dishonesty and the shirking of duty are encouraged. The effect that this has on the social fabric of our country is obvious. It tends to promote indolence, deceit, depravity of mind, and pure and simple theft.

Yet the leaders in the labor movement, and still worse those in our Governments—no doubt actuated through fear of the labor man's vote—declare that the dishonest "workingman's envelope must not be tampered with." If that is justice, then Ye Gods, deliver us!

SHOULD BE SELF-SUSTAINING SYSTEM.

RETAIL ASSOCIATIONS contend, and rightly too, that the parcel post service should pay its own way or be discontinued. It is a fact that the big mail order houses are using parcel post to the fullest extent and they are the people who are reaping the greatest benefit. If, therefore, parcel post does not pay its own way, it is evident that the retail merchants as well as the rest of us have to put up the balance. In such a case we would actually be putting money into the hands of the mail order houses. Where, too, would there be any reduction in the cost of living to the consumer if those who do not benefit by the system have to help maintain it?

Over in the United States the retail trade is wondering if the deficit in the post office department is due to the operation of parcel post. A report shows that for the first quarter of the fiscal year, that is, from June 30, 1913, to Sept. 30, 1913, the department was run at a loss of $2,735,413.64. It covers a period when the parcel post was first inaugurated and before Postmaster-General Burleson had become active in extending its scope by raising the weight limit to 20 and later to 50 pounds. The deficit for the whole fiscal year from June 30, 1912, to June 30, 1913, was only $4,551,984.32, or less than twice the total deficit for the first three months of the present fiscal year.

The figures embodied in the report are the only ones available at the present time, no report having as yet been made for the second and third quarters. When issued much larger deficit, due to the extension of the parcel post, will undoubtedly be disclosed. If only the ratio of loss shown in the auditor's report is kept up, the deficit would amount to nearly $12,000,000, or practically three times greater than the previous year.

Our own system should be watched closely; and while every merchant should take full advantage of it at all times, yet the protest ought to be a strong one just as soon as it is found we are helping the Government maintain a system for the chief benefit of the big competitors of the retail trade.

TOMATO KETCHUPS ANALYZED.

FROM THE INLAND Revenue Department, a bulletin has just come to hand on tomato ketchup. The report deals with the analysis of 70 samples taken from Canadian stores by Government inspectors.

Prior to this bulletin three previous ones have been issued on the same subject, one in December, 1902, one in 1906, and the third in 1911. In 1902, it was found that 65 per cent. of the collection contained preservatives, salicylic or benzoic acid. In 1906 this percentage was 57, and in 1911 it was 68. The latest collection shows 74 per cent. to have contained a preservative, benzoic acid having been used in every case.

In issuing this bulletin, which is No. 275, Prof. A. McGill has the following to say:—

"It is evident that manufacturers of tomato ketchup are impressed with the necessity of adding a preservative either to the finished article, or to the stock from which this is made.

"We have not, as yet, forbidden the use of benzoate of soda in foods, as the evidence of its use in minimum amounts necessary to prevent spoilage is not convincing as to its harmfulness to health.

"A careful study of this matter was made by the Referee Board of the United States Department of Agriculture in 1909, and a Food Inspection Decision declares:—

" 'It having been determined that benzoate of soda mixed with food is not deleterious or poisonous and is not injurious to health, no objection will be raised under the Foods and Drugs Act to the use in food of benzoate of soda, provided that each container or package of such food is plainly labeled to show the presence and amount of benzoate of soda.' Several state laws, however, forbid its employment in foods."

"None of the samples herein reported," states the chief analyst, "give such results as would justify their being condemned; but great variation exists among them; and the careful reader will find much to think about, if he studies the appended tables closely. The matter of fixing exact standards by which to judge commercial ketchups will be considered in the light of this and previous reports."

THE NEW THINGS UNDER THE SUN.

FREDERICK WEYERHAEUSER, who owned 2,000,000 acres of timber land when he died, and was reputed to be one of the richest men in the country, worked in a sawmill when he was a youth. The difference between him and tens of thousands of other youths of his time lay in the fact that he did not say that everything worth while had been done and he must be content with drudging along in the rear of the procession. Instead he looked over the field in which he was working, saw its opportunities, and became in time, the dominant force in the lumber industry. Since he started, other men, with initiative and faith in their ability to do something that had not been done before, have made millions in new industries.

Once there was no petroleum in the market, but now there are petroleum millionaires. Once there was no such thing as an electric light or an electric motor outside of a college laboratory, but now there are men who have made enormous fortunes selling electric light to displace gas lamps, as gas lamps had been sold before to displace oil, but oil and gas are used more extensively than ever, and there are electric light millionaires and millionaires who have made their fortunes out of electric traction. Once there were no photographic cameras, but now almost everybody has a camera, or wants one, and there are camera millionaires with fortunes rivaling those of the electric light men. The telegraph and the telephone and the automobile have come from the empty air because men of imagination knew that all the things had not yet been done, and set about doing some of the new things that had not been thought of.

And the wonder of it is that the men who have been pioneers in the new fields are now regretting that they have grown old and cannot do the thousand and one other things that they see waiting to be done. But some young men, with the genius of their elders, will see the things and go about doing them, instead of wasting their time in futile complaint that there are no more opportunities left for a man who wishes to get on in the world.

COURTESY IN BUSINESS.

TRUE COURTESY IS PART of a man's character. Some men wrongly think it is something to be made use of on occasions and discarded when not absolutely necessary; for instance, the business man who has an entirely different manner for the buyer of goods to that which he displays when the positions are reversed and he himself is the prospective purchaser. Sometimes one would scarcely recognize him as the same individual. In the one case—suave, affable, obliging, considerate—radiating courtesy and good nature throughout the entire transaction. In the other case—blunt, gruff, ill-tempered, ungentlemanly—giving one the idea of a bear with a sore head. Yes, we know we have pictured an extreme case—a sort of Dr. Jekyll and Mr. Hyde personality in business—but we know, too, that there are a great many business men to whom the dual picture applies, if not in degree, at least in principle. Just why this should be is hard to understand. The generally accepted, twentieth century, definition of a contract or bargain is one which is mutually beneficial to all parties to it. If, then, the retailer is a beneficiary of the commercial traveler and of the house he represents, as indeed he is, why does he not treat them with the same degree of courtesy as he gives to the purchaser of his goods? Simply because of an antiquated and entirely wrong impression of his position in both transactions. If he is honest—and all truly modern business is honest—he is, in both cases, one of the parties to a mutually satisfactory and profitable transaction, and there is no reason why that brilliant jewel of character which we call courtesy should be made use of in the one instance and not in the other.

The same principle applies with equal force to a transaction between an employer and an employee. The discourteous manner, the hasty judgment, the neglect to reply promptly to a courteous application for employment—these are not only unprofitable and unbusinesslike, but are certain to be reflected in your employees also. Ofttimes we regret carelessness and thoughtlessness of manner, but it avails us little. Words once spoken are no longer our property and cannot be recalled.

> Boys flying kites pull in their white-winged birds;
> You cannot do like that when you are flying words;
> Thoughts unexpressed will sometimes fall back dead,
> But God Himself can't kill them when they're said.

In this age of democracy and constant reversion of fortune, it is well to remember that the employee or the commercial traveler of to-day may be the big business man of to-morrow. Even some men whom we are prone to despise and to whom we are habitually discourteous, may some day rise to the top of the ladder of fame and fortune.

But despite all we have said, we believe conditions are improving—we believe that business men generally are becoming more truly and sincerely courteous, and that it is a sign of stagnation and out-of-dateness to be otherwise. And we have written this in order to rouse and encourage the splendid men engaged in the hardware trades throughout the Dominion to a fuller sense of their privilege and responsibility in dealing with their fellow-men.

THE REBUFF OF THE losing of the Garnishee Amendment should spur the trade on to unity and stronger action.

* * *

AMALGAMATION OR NO amalgamation, is the question of the day among the Ontario trade.

* * *

WHAT OF THE CHINESE EGG? Will it be allowed to crow over our own Canadian product next winter?

Bookkeeping Needed When Taking Goods in Trade

Contention is Made That There are Two Sales When Produce is Exchanged for Groceries and This Produce is Sold to Commission Man—What Should a Beginner Do Who Has $1,300 on Which to Start?

*By Henry Johnson, Jr.

THE following is an interesting query:

Editor,—I have always been interested in reading Mr. Johnson's articles in your paper, and it seems to me he got off the track for once when he stated in reply to D—— & Son, that goods taken in trade should appear twice in his sales record. If he can use these commodities in his retail trade, he is correct. But it is commission sales that is referred to here, i.e., converting "trade" into cash.

My business is in a country village where 75% of the goods sold is settled for in butter, eggs, poultry, etc., my customers being the producers. I have practically no retail demand for them, hence I must find a market for them in the city. We can make the matter clear by the following illustration:

In one week's transaction, I find there was taken in trade the following:	
1000 dozen eggs, paid for at 24c, amounting to	$240.00
128 lbs. butter, paid for at 25c. amounting to	32.00
140 lbs. dressed chicken, paid for at 16c.	22.40
40 lbs. tallow, paid for at 6c. amounting to	2.40
200 lbs. dried apples, paid for at 6c. amounting to	12.00
Showing goods sold to value of	308.80
I sold the eggs at 25c, netting	$250.00
The butter at 24½c. netting	31.60
The chickens at 16c. netting	22.40
	303.76

The tallow and dried apples were still unsold. What is the week's business—$303.76 or $308.80 or $612.56? Will Mr. Johnson please answer? I have omitted the cash and credit sales as they do not enter into the question.

COUNTRY MERCHANT.

The sales were $612.56.

In effect, Mr. Merchant paid cash for merchandise in the sum of $308.80. Then he sold other merchandise in a like sum of $308.80. Then he sold part of the merchandise he bought for $303.76. His total sales were, therefore, $612.56.

It makes no difference that certain transactions were made both ways with the same individuals. He would figure as I do if the purchases had been made from one set and the sales to another. Hence the rule holds good when the two deals are made with the same parties.

Let us hope that he made a profit on the goods he sold "in trade." That is the only tenable theory as a basis for such sales. Then that end of the deal is conceded to have been SALES.

Obviously, he will make a profit—say, better, margin—on what he sells out of the $308.80 purchased above. Hence these are SALES.

If the disposal of the $303.76 were not considered as sales, then the total gross margin would be apportioned onto the first sales of $308.80. This would have the effect of showing a much greater margin than actually was earned. For, if I turn over $30,000 of goods in a year and make a gross sum of $6,000, I shall show a gross percentage of 20; but if out of my transaction I omit 50% and record only $15,000 as my annual business, I shall show a gross percentage of 40. Thus I shall very obviously deceive myself about my percentages.

One Must Know, Not Guess.

Accounting of any character is designed and planned to the end that we may not guess where we stand or what we are getting for our time and labor, but that we may KNOW. Surely it is a faulty system which permits us to take into stock, store, handle, risk and sell twice as much as we think we are handling. If we handle one sack of flour for 30c. gross and another for nothing, can we say that we make 30c. per sack on our flour? Obviously not. We average 15c.—and our accounting is intended to tell us ACCURATELY the MINIMUM average percentage for which we are working.

We must know the LEAST we get, as a safe average, during the year, against the MOST we must pay in the way of expenses and losses, to arrive at a SAFE statement to ourselves about what we are accomplishing.

Undoubtedly a purely commission business is differently accounted: but this is a mixed business, evidently. Even so, it is not so very much mixed as Mr. Merchant supposes. He actually PURCHASES certain commodities—buys them and takes them into stock, paying his money for them. In the commission business, no such condition obtains. The commission merchant merely receives the goods for the account and RISK of the owner, sells them when he can for what he can get, and (in theory, though not always in practice, I believe) returns ALL HE GETS to the owner less only his stated commission.

In Merchandising Business Only.

If you will remember that, when you have PAID for the goods you take in—whether such payment be made in money or merchandise—the seller has nothing further to do with them, you will see that you are not in the commission, but in the merchandising business. After you have paid for them you can make 50% on them or sell them at any loss you may have to sustain in their disposition, and the seller will have no interest in what you do. Why? Because they are now YOUR GOODS, not his. Hence you are a merchant and you BUY AND SELL. You are NOT a commission man, working on a fixed or even agreed percentage.

Further, as a side light, to apportion your expense on sales of $303.76 instead of $612.56 would have the effect of DOUBLING the percentage of cost of handling.

These are a few of the reasons why your sales for the week have been $612.65 and not either 308.80 or $303.76.

Advice to the Ambitious Beginner.

April 10, 1914.

Mr. H. Johnson, Jr.,

Dear Sir,—If you care to forward the enclosed letter to your correspondent, who has the $1,300 to invest in business, (March 7th) you are quite welcome to do so. Not much in it, perhaps, but from one who has spent years in solving these problems it might help.

S. A. H.

My Dear Sir,—

If my experience in a retail store is worth anything to you I am glad to give it. $1,300 is quite ample to start with,

(Continued on page 36.)

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

The Dealer's Position in Regard to Milk Trade

What New York Would Save If Milk Sold Were Condensed First —No Cause for Complaint in Regard to Milk That is Homogenized or Condensed — Importance Manufacturers Place on Cleanliness.

IN an address given by R. T. Mohan, in Toronto recently, the economic importance of condensed milk products was shown by the following figures:

"New York city's daily supply of fresh milk is estimated at 2,000,000 quarts; the added expense of shipping, hauling, etc., to the consumer is estimated at $17,500 a day or annually $6,500,000. On this basis the U.S. national loss is estimated at $63,000,000 per annum. If this milk were condensed two times, the saving would be about $31,500,000 less the cost of condensing, and if we allowed 50% for this we would still have a saving of $15,750,000 a year to the nation by transporting and using condensed milks in place of fresh milks."

The speaker pointed out the importance placed by the milk companies on a clean milk supply from healthy, well-bred cows. To the end the milk companies exercise a rigid inspection of herds, barns, and utensils of every farmer supplying milk to the factories. Rigid instructions are issued and enforced in regard to cleanliness in milking. The udders of every cow are first washed, and the milkers themselves must use every precaution in regard to clothing and hands, and above all, no feeding of hay or anything is allowed for one hour previous to milking, as this would tend to raise dust, which would later find its way into the milk.

All Milk Inspected.

Every receptacle used to receive milk must be thoroughly scalded just prior to use. To prevent rapid development of bacteria in the warm milk, it is cooled and aerated as soon as possible after milking and for this purpose each farmer is supplied with a special cooling device. The milk is then stored in cool cellars until the supply is ready for the factory. Milk is received at the factory every morning, and comprises the milkings of that morning and the night before.

Every can of milk is inspected by a trained expert as soon as it reaches the factory, and if there is any undesirable odor or flavor the shipment is rejected. Tests are also made for percentage of fat in the milk, and the farmer is generally paid on a scale of prices depending on the fat content.

The milk is poured into a large enamel tank, and the emptied cans are immediately steamed and returned to the farmer. The milk then runs through a clarifying machine which removes any dirt which may accidentally be present, and from there flows to the forwarmers, which are large copper vats in which the milk is heated to boiling. The milk is then drawn into the vacuum pans, and concentrated in a partial vacuum to the proper degree of concentration, which is generally about 2½ times the original milk. During the concentration nothing is removed but water, leaving behind the concentrated essence of the milk, that is, fat, solids, etc.

The milk is then homogenised, which operation consists of breaking up the fat globules into such small particles that they will not rise to the top and form a cream layer as in ordinary milk. This is a recent improvement, as formerly the fat separated, and the shaking in transit often caused a clot to form, giving the purchaser an erroneous impression that the milk was not in good condition. The homogenising also makes the milk more digestible.

After homogenising, the milk is filled into cans, sealed automatically and sterilized in large retorts, or steam boxes. The cans are then cooled, labeled, boxed and shipped.

The public is in this way supplied with a valuable article of food which is completely sterilized, and which has been handled in the most sanitary manner possible. By reducing the evaporated milk to 2½ times its volume with water, practically a fresh milk is produced. The evaporated milk when properly diluted makes an excellent baby food.

In manufacturing condensed milk, i.e., concentrated milk containing sufficient cane sugar to preserve it, the method of procedure is the same, except that the requisite amount of cane sugar is added to the milk before it goes to the vacuum pan. This product is not sterilized, but depends for its keeping qualities on the amount of cane sugar present, the same as in jam.

"Both the evaporated and condensed milks," said Mr. Mohan, "may be used in tea and coffee, giving a rich creamy flavor, and are excellent for the preparation of ice cream, custards, and many other dainties."

The speaker also described the manufacture of milk powder and casein, the latter being now a very important article of commerce. It is prepared from skim milk, and has a variety of uses, such as for sizing paper, food products, etc.

The difficulties to be met with in analyzing these products were also discussed, and the proper methods to be employed were pointed out.

The lecture was illustrated by lantern slides showing views of a condensed milk plant.

The address from which this article is taken was given by Mr. Mohan, who is chief chemist with the Dominion Canners, before the Chemical Society in Toronto. It covers two important points—it shows the possibilities of condensed, homogenized milk, etc., in lowering the cost of providing the nation with milk, and it emphasizes the care which manufacturers exercise to produce an absolutely pure article. With these two talking points every retailer is in a position to increase the sales of these milks. As it is now, merchants, in the cities at least, have to take the "left-over" trade of the milkman. By developing sales of the milks which belong entirely to the retail store, pleased customers and substantial profits are bound to accrue.

WORTH EVERY CENT OF IT.

There are many "skeptics" who believe that the high cost of living is chiefly to be traced to the consumer himself. The people to-day insist on a higher standard of comfort than did the last generation and must learn to pay accordingly. Looking at the problem from this point of view, Government commissions and such like are powerless to solve the question since the consumer cannot be saved from himself.

A story is told that exemplifies to some degree the attitude of the consumer. A New England-bred parson, who had served a city congregation for many years, returned for a few weeks' visit to his native village, where he was the guest of a spinster cousin noted for her frugality and her excellent cooking. The parson was prepared to do justice to the latter, and it was only after several days that his cousin summoned up the courage to remark as he was spreading his bread very thickly with fresh butter, "Cousin Si, do you know that butter costs me 29 cents a pound?" Cousin Si delightedly dabbed his knife in deeper than ever, exclaiming, "Worth every cent of it, Martha; worth every cent of it!"

ASSOCIATION NEWS

THE ALBERTA CONVENTION.

As the date of the Alberta branch of the Retail Merchants' Association convention to be held in Calgary on May 5-7 approaches, J. A. Bucknall, the provincial treasurer, has the situation well in hand, and is preparing an interesting programme, one that will provide food for discussion. The Alberta branch is a most aggressive one, and under the guidance of Mr. Bucknall, has grown since its organization in August last, until to-day there are 80 branches in the Province, and the association is represented in over 100 towns.

In connection with the convention to be held next month, space has been provided in the basement of the hall in which the convention will be held, to permit Calgary manufacturers and wholesalers to make exhibitions and demonstrations. For the first two days of the convention, this exhibition will be open to the delegates only, to be opened to the public on the closing day.

Arrangements have been made with the railways whereby delegates to the convention will be able to travel for single fare. Everyone who goes to the convention should ask the ticket agent for a standard certificate, which should be signed in Calgary by the provincial secretary, for which a return ticket can be secured free at the railway station. The return ticket must be used within three days of the close of the convention. Delegates may bring their wives and daughters at the reduced rates.

* * *

EARLY CLOSING FOR BRANTFORD.

Brantford, April 23.—(Special.)—Grocers of this city are after early closing. A petition is being circulated around the city, and up to Tuesday night, when the regular meeting of the R.G.A. was held, sixty signatures had been secured for closing at seven o'clock. Arthur Coulbeck, who has charge of the petition, reported that only a few more names were required, and it would be ready to present to council at its next meeting.

The question of wholesale provision houses selling butter to consumers was discussed, and the matter will be taken up with the firms concerned. The feeling of the meeting was that if a wholesale house sold customers of retailers it had no right to ask them for business.

Censure for an M.P.P.

The members were quite indignant over the fact that W. S. Brewster, M.P.P. for South Brant, had promised to support the Garnishee Amendment and then spoke against it in the Legal Committee on Tuesday. The member came in for some severe criticism, and a strong letter will be sent him censuring his action. At the same time it was felt that more aggressive work should be done by every member of the association in getting after their representative for his aid in such matters of just legislation.

Now that the Garnishee Amendment has been defeated for this session at least, the question of sitting tight on credits was taken up at length. That there is bound to be retaliation on the part of the Ontario trade is certain. A. Coulbeck, Jas. Burns, F. C. Harp, Jno. Kew, C. Gress, W. J. Mellen and others spoke on this point, and it looks as if the man after credit in Brantford will henceforth have a harder row to hoe.

W. C. Miller, secretary of the Ontario R.G.A., addressed the members on the work of the provincial organization, pointing out what had been and is being done by the executive. He reviewed the proposed changes to the Weights and Measures Act, stating that the trade stood a good chance of having the inspection fee abolished. He also went into the privileges held in the charter, as referred to on another page. Speaking on the failure of the Garnishee Amendment and the reasons, he declared that it would be gone after again next year more vigorously than ever.

The association decided to again hold the annual excursion and left the matter of transportation to a committee. They will entertain a party from the Hamilton R.G.A. next week to progressive euchre.

* * *

RETAILER VS. CO-OPERATIVE SOCIETY.

At a meeting of the Grocers' section of the Retail Merchants' Association, Galt, Ont., held last week, a number of important subjects were dealt with, among them being—"Why should wholesale houses sell co-operative societies?" The matter was gone into fully, and it was decided that if the wholesalers and manufacturers wanted to do business with the grocer they should not supply his customers also, which is considered to be the case with co-operative societies, as they were nothing more nor less than customers banded together to get rid of the retailer. Several wholesalers and manufacturers were up on the carpet, with the result that they promised to sell only in future to the legitimate retail trade.

Other branches of the association will be asked to co-operate to bring into line any wholesaler or manufacturer who does not "play fair" by the retailer. A wholesale house in Hamilton is considered one of the offenders, but the association in Galt is waiting an answer from them now before taking the matter up with the provincial secretary and other branches.

A membership committee has enrolled practically every grocer in the city. Chairman J. H. Laird and Secretary McAuley are enthusiastic, and meetings will be held every two weeks or oftener if necessary. They are asking every grocer in the Dominion to help put a stop to co-operative societies being considered in the same light as retailers.

* * *

PROGRESSIVE EUCHRE EACH NIGHT.

Toronto, April 23.—(Special.)—At the regular meeting of the Toronto R.G.A. on Monday night one of the principal topics was the proposed amalgamation with the R.M.A., as reported elsewhere.

W. J. Parks was elected unanimously to fill the vacancy on the executive.

An innovation was suggested by F. C. Thorne, which immediately met with favor among the members. At each monthly meeting after the business session there will be progressive euchre, with two prizes given to the winners each night. The meetings will open sharp at eight o'clock in future, and the card game will begin around nine.

It was decided to again hold a picnic this year, the matter being left to the executive to make arrangements.

R. H. Robinson, Orangeville, Ont., bought a meat cutter seven years ago. It was not up-to-date, so he traded it for a better one. He finds that it pays him, as farmers will go straight by two butchers' stores where there is no meat cutter to get to his store, where they can get their meat cut quickly and evenly.

Preservatives in Food Permitted and Prohibited

Order-in-Council Passes Defining the Situation so Far as Food Preservatives Are Concerned—Poisonous Ingredients Not Allowed.

An order-in-council has been passed under the provisions of The Adulteration of Food Act, Chap. 133, R.S.C., 1906, regulating the employment of preservatives with regard to foods intended for domestic consumption.

It is as follows:

"Foods intended for export may contain preservatives, provided that both in specific character and in amount, such preservatives do not conflict with regulations in force in the country to which export is made.

"It is forbidden to add any preservative whatever to milk, or any other preservatives than those named in Class I, to foods especially intended for the use of infants or invalids.

Class I.

"Preservatives which may be used without declaration of their presence, provided that such does not conflict with any other statutory regulations:—

Common Salt.
Sugar.
Saltpetre.
Wood Smoke.
Vinegar.
Acetic Acid.
Spices.
Alcohol.

Class II.

"Preservatives which may be used until further notice, provided that no more than one kind of preservative substance, named in the list, shall be added to any one kind of food, or to any mixture of two or more kinds of food; that the amount of preservative shall not exceed the maximum amount herein named, and that the presence of the preservative shall be declared on the label.

"Regarding this class of preservative it is to be noted that toleration of their use is dependent upon the fact that available evidence concerning their physiological action is not considered sufficient to prove that under the prescribed regulations, they are harmful to health in such a degree as to bring them under sec. 3 (f) of The Adulteration Act, which reads as follows:

"'Food shall be deemed to be adul-'terated within the meaning of this 'Act, if it contains any added poison-'ous ingredient, or any ingredient 'which may render such an article in-'jurious to the health of persons or 'cattle consuming it.'

"Should satisfactory evidence of the harmfulness to health of any of the preservatives named in Class II be forthcoming, such preservatives would immediately fall under the condemnation of The Adulteration Act, and foods containing such preservatives would be declared to be adulterated.

1. Boric Acid (Boracic Acid) or Borax
   Limit:—1 part in 400 in Cream.
   1 part in 200 in Butter and other foods.
2. Benzoic Acid (Bensoate of Soda).
   Limit:—1 part in 1,000 parts.
3. Salicilic Acid.
   Limit:—1 part in 5,000 parts.
4. Sulphurous Acid (Bisulphate of Soda, Potash or Lime).
   Limit:—1 part in 10,000 parts in beverages.
   1 part in 2,000 parts in solid foods.
5. Saccharin.
   Limit:—1 part in 1,500 parts beverages.
   1 part in 700 parts in solid foods.

"Note.—This substance shall not be used to take the place of sugar in any food in which sugar is employed as a source of nutriment, or for its feeding value. Where sugar is used only as a sweetener, saccharin may replace it under the conditions defined above.

Class III.

"Preservative substances which are prohibited from use in foods:

Formaldehyde (Formalin).
Beta—Naphthol.
Abrastol (Asaprol).
Hydrofluoric Acid.
Fluorides.
Fluo—Borates.
Fluo—Silicates or other fluorine compounds."

Coloring Matter in Foods.

Other new and important regulations in connection with the Adulteration of Food Act are announced in connection with standards of quality for coloring matter in foods:

Provided that only harmless coloring matters are used the following classes of foods may be artificially colored, without declaration of the fact on the label or otherwise, and provided also that the color does not conceal damage, or make the article appear better or of greater value than it really is:

Full Whole Milk Cheese.
Confectionery.
Ice Cream and Ices.
Butter.

The following articles may be colored with caramel only, without declaration of such coloring:

Spirits.
Vinegar.
Sauces.
Non-excisable Fermented Beverages.
Summer or so-called "Temperance" Beverages.

In all cases, except such as are covered by sections I and II above, the presence of artificial coloring matter must be declared upon the label, in easily legible type.

When used in the amounts necessary to produce desirable colors in foods the following substances are regarded, in the light of present knowledge of their physiological effects, as harmless to health, within the meaning of the Adulteration Act. Should more extended knowledge of the effects upon the health of any of the coloring matters named below establish their harmfulness, they would in suce case, come under section 3 (f) of the Adulteration Act, and their presence in foods would constitute adulteration—

Caramel.
Cochineal.
Saffron.
Chlorophyll, and innocuous vegetable color extractives.

Also the following coal-tar dyes, which must be free from arsenic and heavy metals (iron excepted) and must not be used in quantities exceeding two (2) grains per pound, (1 part in 3,500).

S and J. 107—Amaranth.
" " " 56—Ponceau, 3 R.
" " " 517—Erythrosin.
" " " 85—Orange I.
" " " 4—Napthol Yellow, S.
" " " 435 Light Green, S. T.
" " " 692—Indigo Carmine, Di-Sulphonic Acid.

The numbers quoted refer to the Systematic Survey of Organic Coloring Matters, by Schultz and Julius. Translated by A. G. Green. Published by Macmillan & Co.

Copper Salts, in the greening of peas, provided that the amount of copper (expressed as metallic copper) in the peas does not exceed 80 parts (by weight) per million in the drained peas, or 10 parts per million in the imbedding liquid.

"I am willing," said the candidate, after he had hit the table a terrible blow with his fist, "to trust the people."

"Gee!" yelled a little man in the audience. "I wish you'd open a grocery."

The Place of Provisions in Every Grocery Store

An Exhaustive Article Dealing With Importance of This Department—Lines That Will Sell Readily During Spring and Summer —Profits Are Substantial—The Grocer Stands Supreme.

First of a New Series of Articles on Handling Provisions.

AND now as to provisions. With the Lenten season over, and with the summer business close enough at hand to demand the attention of the grocer as to seasonable supplies for the hot weather—even though spring does seem to be suffering from a serious handicap in the relay race of the seasons—thoughts turn to preparations for meeting the popular demand for meat dishes which can be prepared with little effort, and without the necessity of turning the kitchen into a sort of amateur inferno.

That the provision department is now an almost necessary feature of the modern grocery store is something that it is hardly necessary to state to the trade. Recent years have seen a stronger and stronger demand throughout the "dog days" for cured and prepared meats; cold figures to prove this would be difficult to secure, but the producers report a big annual increase in business, and the number of new provision stores and departments in grocery stores established is sufficient evidence——in addition to the general tendency of the housewife to spare the fire without spoiling the meal during the hot season.

To repeat—the provision department is now a recognized feature of the modern grocery store. An authority on the subject makes the statement that in his opinion 90 per cent. of the up-to-date grocers handle meats in greater or less quantity. Let us consider some of the features which the grocer must consider.

Sales Practically Assured.

In the first place, the establishment of the provision department must, of course, depend upon whether a demand can be created among the store's customers. But there are few stores, indeed, where there will not be found sale for some of the standard cooked and cured meats during the summer season. There are few housewives who cannot be tempted to purchase meats which do not necssitate the unpleasant devotion to the cook stove when the thermometer is in the nineties, and which can be kept on hand for a reasonable period to meet emergencies; then there are the picnics and outdoor lunches, when the prepared meats are almost a necessity.

Advantage Over Provision Dealers.

The extent to which a grocer should take up the provision business must depend largely upon his own estimate of his own trade; but there are few stores in which the department cannot be developed to warrant any expenditure, space and attention within reach. Where there is a small turnover, little more than a clean counter is required in one corner of the store; where there is a large turnover, even if the grocer finds himself with the competition of an out-and-out provision store, the installation of show case, refrigerators and other modern equipment will be found a paying investment in most cases. People naturally go to the grocery store first.

The question of handling the department is not difficult to solve; there are no serious problems. There is no reason why any grocer who can make a success of his business cannot make a success of a provision department; the modern grocery business demands that attention to detail and careful consideration of any and all avenues of waste, as well as judgment in buying, that will insure the success of the provision department, provided, of course, that judgment is used in relation to the volume of trade. There is no real technical knowledge of the meat business required; it is largely a question, so far as buying is concerned, of judging and encouraging the demand.

Standard Lines to Begin With.

In a store where there is a limited demand, the department can be confined to breakfast bacon and backs and cooked hams, which are the standard lines so far as meats are concerned, and the grocer who starts in on this basis can develop the business to suit the demands. An almost necessary feature, if the department is to be conducted economically, is the slicing machine in order that adjustments can be made to the proper thickness for the cutting of bacon and hams. Scales, of course, must be handy to the department, and when possible should be installed on the counter; in this department as in others in the grocery store an easily read reputable scale is a valuable medium in securing the confidence of the customer.

Where there is a large turnover in the store the more elaborate features will in most cases prove a profitable investment. Where a large stock is to be carried and where there is not an opportunity for quick delivery of orders the show case refrigerator is almost a necessity especially when sausage and jellied meats are added to the line. With the smoked meats, refrigeration is not essential, and a good department can be conducted in the average store with comparatively little cold storage space. But the grocer should consider that the trend of modern business shows the advantages of proper display of goods and in the provision business the show case refrigerator is a valuable silent salesman; where there is an average provision business or where tnere is an opportunity for the development of the department the show case will prove a big feature and an investment that will bring returns.

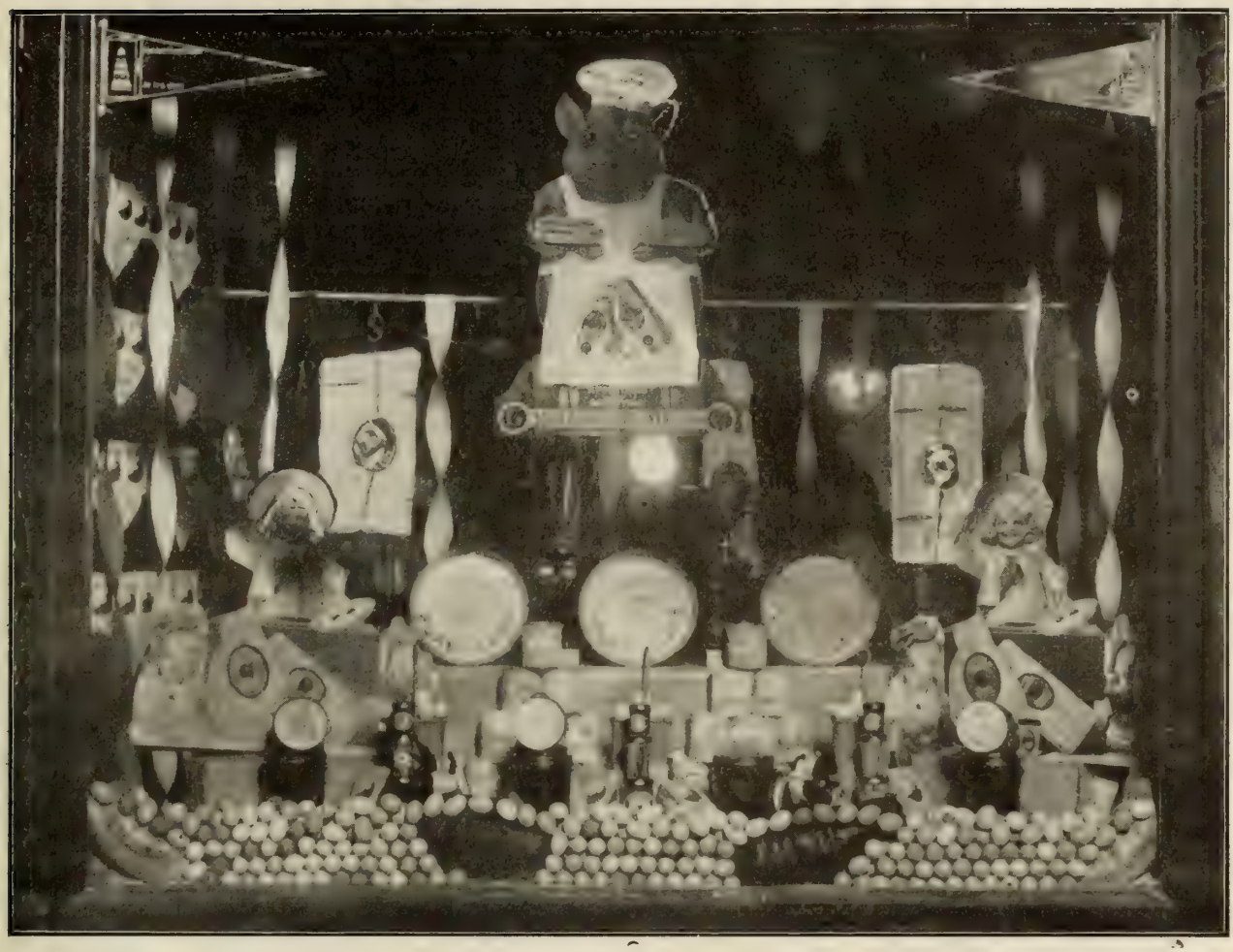
Worth While Profits.

But to bring the provision department down to the elemental basis of business let us consider the profits. These are found to be substantial, with careful handling and proper stocking. On the standard lines which the grocer will slice himself there is a spread of something like 9c. a pound, but the business grocer will at once recognize that this is far from being all "velvet." There

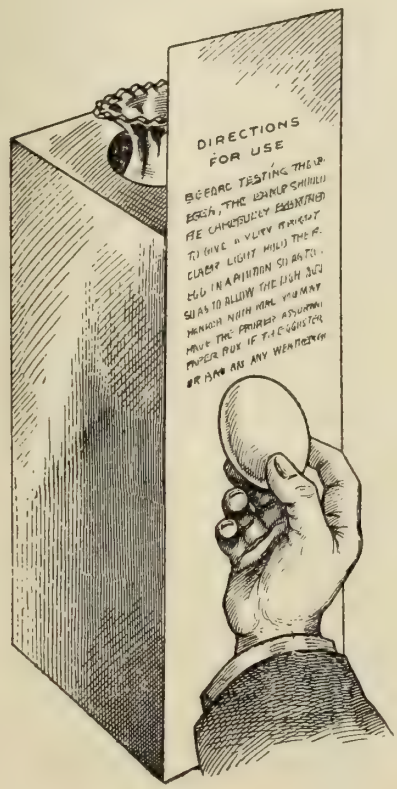
(Continued on page 47).

A MEATY SERIES.

Retail dealers will find in this, the first of a series, some well founded reasons for giving more attention to the provision department. The series is being written by one member of the editorial staff who has and will continue to make it his business to interview men in the trade who know of the importance of the provision counter in every store, and who are now making good money handling this line of goods. He has been assigned to make an exhaustive study of methods, large and small, retailers are utilizing to build up sales. There will be food for thought in every article. Illustrations showing the relation of the provision department to the store proper, will appear from week to week. Readers will find "meaty" ideas in this series. Read the entire series.



An attractive provision window display that got good business for Jno. Gilbert, a Kingston, Ont., grocer, last year.



Educate Your Farmer Customer on the Candling of Eggs

DO you want some egg candling devices to pass on to your farmer customers?

You can get them for nothing from the Government, so why not send for a supply?

The apparatus the Government is giving away is reproduced above. It is made of cardboard, the inside being dark-lined and it stands about eleven inches high. While the Department of Agriculture at Ottawa has two varieties of candling devices, one for a lamp and the other for an electric bulb, the former would be better for country purposes. This is the one shown herewith; the chimney of the lamp may be seen sticking up through the hole in the top of the cardboard. At the rear of the device are four small pigeon-holes to let in the oxygen.

In the front is a round hole against which the egg is held to the light to determine its degree of freshness. Printed on the carton are directions for candling.

In writing the Department for a supply of these candling devices, the request should stipulate whether they will be used with lamps or electric lights. Of course if a retailer wants a few for his own use with electric lights, they will be sent him free.

To get a supply write the Live Stock Branch, Department of Agriculture, Ottawa, and mention Canadian Grocer.

The Chinese Egg Question as Seen in the Orient

United States Consul at Hong Kong Gives Some Interesting Information on Production, Price and Mode of Export—Eggs That Came to Canada in March Were Bought at Ten Cents a Dozen.

SOME weeks ago Canadian Grocer dealt with the Chinese egg situation, pointing out that the cheapness of these Oriental eggs might play an important part in the price of eggs in winter in this country in the future Early in March last a steamship arrived in Vancouver with a consignment of 12,000 cases of eggs, 6,000 of which were consigned to San Francisco and 6,000 to Vancouver. These eggs, it is stated, can be sold in Vancouver at a profit at 20 cents per dozen, the original cost in China being 10 cents.

The following, therefore, from the United States Consul at Hong Kong, will be of interest to the trade:—

"The removal of the import duty on eggs entering the United States is causing renewed inquiry from United States importers as to the possibility of successful importation of duck and chicken eggs from Hong Kong into the U.S. The removal of the duty of 5 cents per dozen on eggs not only in itself renders importation possible, but since Chinese eggs are much smaller than those from other countries, it has removed what was practically a discrimination in favor of eggs from other countries. The wholesale prices of eggs of various grades during 1913 varied within narrow limits from $12 to $16 local currency, or $5.88 to $7.84 gold per 1,000. The facts favoring importation are the low prices of the product here, the possibility of direct shipments from Hong Kong to San Francisco and even Puget Sound ports in cold storage, and considerable machinery for handling the product for export, which at present is considered chiefly in export to the Philippines. The points against such trade are the usual absence of crating and other appliances which would have to be furnished from the United States, the small size of eggs, the fluctuations in exchange value of silver, variation in prices here, and high charges for shipments in cold storage. While some of these objections are serious, they are not irremedial.

An Unlimited Field.

"The recent fall in silver exchange has practically reduced the price of eggs to the American importer. It is probable that any material demand from abroad for eggs from this market would lead to an increase in price, but this in turn would doubtless lead to greatly increased production, for the poultry field in South China is practically unlimited. The export of eggs from all China exceeds a million dollars annually in value, of which Hong Kong already handles about 40 per cent. In the Yangtze Valley the eggs are exported mostly in prepared form—dried, tinned, or otherwise. From Hong Kong they are exported mostly in the fresh state.

"Native exporters in Hong Kong are becoming more and more accustomed to handling such goods for the export trade, but probably one of the first difficulties in building up an egg export trade with the United States would be in establishing United States standards for quality. The eggs received in Hong Kong from the interior are largely ungraded except as to general condition. They are packed in bulk in native baskets only. The cost of grading and packing in Hong Kong, however, would be much less than it is in the United States, and with a reasonable amount of instruction and care there appears to be no reason why such work should not be properly and cheaply done here. Lumber for cases might be available after due investigation, but early shipments would have to be made in cases forwarded for the purpose as shooks.

Trade Through Shanghai.

"The regions around Hankow, Kiugiang, Wuhu, Nankin and Chinkiang, in the Yangtze Valley, are the principal source of the egg supply, at least so far as the trade through Shanghai is concerned. While eggs are most plentiful in spring and summer, the supply is also large in fall and winter, but the demands are then great from Japan, Hong Kong and other exporting centres, and the price of eggs is usually too high for manufacture into egg products.

"Eggs are marketed, usually unsorted, through Chinese middlemen or the representatives (Chinese) of foreign or Chinese egg products manufacturers or egg shippers. For local shipment, the eggs are placed in large wicker baskets.

"It is understood that there are five grades of eggs on this market, the grades being by size, the larger being for export. The up-country prices fluctuate constantly, and it is not possible to give even a season average. The egg products factories buy by weight; the lowest price by weight, mixed grades, works out at about $6.50 Mexican per 1,000 eggs (about $3.15 U.S. currency—exchange, however, fluctuates). I understand that the egg products factories do not find it profitable to work when the price in the interior is more than about $9 Mexican (say $4.35 U.S. currency) per 1,000. Of the larger eggs, the up-country prices in the winter months are $11 to $18 Mexican; in summer as low as $9 Mexican. Shanghai prices in the latter part of January, 1914, are from $14 Mexican up, fluctuating from day to day with the demand.

"The refrigeration service on steamship lines to American ports is understood to be limited. The fresh-egg shipments from Shanghai to the United States, made in the winter season, go via ships of the northern route to Vancouver and Seattle. This route is quite cold and no refrigeration appears to be necessary."

BOOKKEEPING NEEDED WHEN TAKING GOODS IN TRADE.

(Continued from page 30.)

but would not last long if that were all your available means. You forget your experience, good business habits, ability, etc., etc. If I wanted to start with a small capital I would select a corner store in some good town of 15,000 or more and put just a little money into scales, coffee mills, counters, show cases, etc.; $200 should cover all such investments. $500 will buy you a lot of groceries and leave you $600 in the bank. Buy all your bills on time, 30-60 days, except fruit, meat, lard, etc., which must be paid for each week. The reason for buying on time is to build up a good credit with the wholesale men. Pay promptly when the bill is due and in six months your $500 will give you credit for $3,000 if you need it. All the better class of fixtures can be bought later for $15 down and $15 a month, one year a good scale, another year a coffee mill, and so on until you have everything you need. Start in selling for cash and as you get a complete knowledge of your customers, extend credit until you reach the limit of your ability to keep the bills paid. We started with $900 and now have a plant worth over $20,000 and sell $60,000 a year. A combined cash and credit business will skin any other way in most instances.

About the money part: As soon as your business increases to need more capital, your banker or other friends will furnish all you need, if your habits are frugal and your honesty undoubted. Go in to win!

Yours. S. A. H.

Which I pass along without comment, as it seems to me pretty good stuff as it stands.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

The Laval Cash Grocery, Montreal, has registered.

Lublin & Waltzn, Montreal, grocers, have registered.

McFarlane & Armstrong have opened a grocery business in Moncton, N.B.

E. Denning, of the cheese export firm of Hodgson Bros. & Rowson, Montreal, has returned home from a business trip in England.

Bierbrier & Schneiderman, groceries and liquors, Montreal, have registered.

A Dominion charter has been issued to Page & Shaw (Canada), Limited, to manufacture and deal in confectionery, the chief place of business to be at Montreal.

Letters patent have been issued incorporating the "Gateway Fish Company, Limited," to carry on a general fishing business in all its branches, with the chief place of business to be at Yarmouth, N.S.

G. D. Warrington, of Montreal and J. N. Dourmourlin, of St. Scholastic, Que., have formed a partnership under the name of G. D. Warrington & Co., to carry on the business of auctioneers and commission merchants for the sale of butter and cheese, with offices in Montreal.

Patrick O'Brien, who for thirty-five years conducted a grocery business at the corner of Laprairie and Wellington streets, Montreal, died April 14th. He was in his 64th year. He was prominent in temperance work, was a justice of the peace, and several years ago was a candidate for alderman of St. Gabriel ward.

Objections are being raised in Montreal and other points against the Hon. Mr. Nantel's bill prohibiting the adulteration of maple sugar and maple syrup. That clause of the bill which prohibits the use of the word "Maple" in the names of the product unless actually made from maple sap, is opposed, and the people who do so are to be heard before the agricultural committee of the House this week.

One of the planks that was included in the platforms of a number of the candidates seeking election in the recent civic elections in Montreal was the establishment of more public markets. A large number of the men elected to the council have pledged themselves to establish markets in sections of the city that are not now so served—and the retail grocer will no doubt have to help maintain institutions in competition with him.

Ontario.

S. E. Embury, Toronto, Ont., grocer, has sold to J. A. Tyers.

N. McCrimmon, 285 Royce Ave., Toronto, succeeds Jas. Don.

F. McKenzie has opened a grocery at 910 Dundas St., Toronto.

Thos. Park, College St., Toronto, has moved up to St. Clair Ave.

W. C. Needham, 950 Dundas St. Toronto, succeeds Mr. McGregor.

W. E. Graham, grocer, Toronto, Ont., has been succeeded by J. Anderson.

W. P. Henderson, jun., groceries, etc., Toronto, Ont., is succeeded by J. Bell.

Robt. Brooks has purchased the Ballantyne grocery business in Atwood, Ont.

Harry T. Thompson has purchased the grocery business of E. B. Hart, Wingham, Ont.

W. J. Furneaux, grocer and butcher, Hamilton, Ont., has sold to E. Van Dusen.

R. P. Coburn, Tillsonburg, Ont., has sold his grocery business to Stocks & Hallman.

Wm. Waters, grocer and butcher, Stevensville, Ont., has sold to D. E. Henderson.

D. C. Russell has sold his grocery business at Toronto, Ont., to Wm. Thompson.

Geo. Weston & Co., Toronto, are enlarging their biscuit and cake factory on Bathurst St.

John D. Harrison, grocer, Shelburne, Ont., underwent an operation last week for appendicitis.

Fred Lytle, of T. A. Lytle & Co., Toronto, returned on Monday from a trip to Western Canada.

W. G. Meekson, a grocer, of Strathroy, Ont., was in London, Ont., last week as a member on a jury.

Good Bros. have moved from their store on Spadina Ave., Toronto, to corner of St. Clair and Lauder.

W. J. Percey, a Dundas St. grocer, London, Ont., has sold his grocery stock and fixtures to Mr. Kenney.

Frank Nicholson has bought the grocery stock and also the buildings of James McLeod, 752 York St., London, Ont.

W. H. Coombe, grocer, of Millbrook, Ont., was elected vice-chairman of the recently-organized Board of Trade of that place.

A meeting of the Ontario Wholesale Grocers' Guild will be held this year, although the dates have not yet been decided upon.

Geo. D. McFarlane, of Flint, Michigan, has bought the grocery stock of Alex. Henderson, 111 Wellington St., London, Ont.

Book Bros., general merchants, Beamsville, Ont., have opened new grocery quarters across the street from their present premises.

Mr. Healey has opened a grocery store at 152 Wharncliffe Road, London, Ont. He was formerly in the general store business near Ottawa.

The Victoria Paper and Twine Co., Ltd., Toronto, are moving to their new warehouse at Wellington Street West, near Spadina Avenue.

The grocers of Bowmanville, Ont., have decided not to deliver orders taken after six o'clock on Saturdays until the following Monday morning.

Robert Hayde, grocer, of Tomahawk Point, Ont., whose body was found in a manure heap near his home, is believed to have been murdered.

W. A. Wilson, a grocer on Richmond St., London, Ont., has sold his grocery stock and business to L. A. Fletcher, the transfer to take place on May 15.

Geo. K. Readwin, of the West End Grocery, Guelph, Ont., has installed modern sanitary food counters in his store which are silent trade arguments.

The merchants of Camlachie, Ont., will in future close their stores at seven o'clock p.m., excepting Wednesday and Saturday nights and nights before holidays.

Bert Heard, a young George Street, Peterborough, Ont., grocer, has remodeled his store to permit of a larger display of goods. He has also added an automobile to the delivery service.

E. J. Ryan and the Manser-Webb Co. have opened up business at 81 Colborne Street, Toronto. Mr. Ryan will deal in potatoes and roots, while the Manser-Webb Co. will carry a general line of fruits.

Wm. Thompson, for many years in business at Blind River, has purchased the grocery of D. C. Russel, at 233

Roncesvalles Ave., Toronto. Mr. Russel has accepted a position as traveler with Jno. Sloan & Co.

James McKenzie, who has been secretary of the London Retail Grocers' Association for the last three and a half years, has resigned. Mr. McKenzie at one time was in the grocery business in London, but he is now traveling for the I.X.L. Spice and Coffee Mills Co. Harry Harley, of F. Harley & Sons, grocers, Richmond Street, has been appointed in his place.

Western Canada.

R. Hurst has commenced a grocery business in Winnipeg.

J. Chapman has opened a general store at Lower Nicola, B.C.

J. M. Wiebe, general store, Horndean, Man., is succeeded by J. B. Schroeder.

The Neville Trading Co., Neville, Sask., have sold out to Bruser and Golosoff.

W. H. Millman, of Canned Foods, Ltd., Toronto, was expected in Winnipeg this week.

The A. Dufresne Estate has disposed of the general store at Elie, Man., to Therese Dufresne.

J. M. McCrindle Co., general store, Fox Warren, Man., are succeeded by The Cunningham Co.

The general store of Black and McHugh, at Thackeray, Alta., has been burnt out—total loss.

The firm of Shaw, Alper & Co., general store, Vegreville, Sask., has been dissolved, Mr. Alper retiring.

W. W. Burdett, grocer, and the Dominion Produce Co., Winnipeg, suffered $2,000 and $1,000 loss respectively in a fire on Friday last.

The Acme Co., Edmonton, Alta., received second prize in the window display contest held under the auspices of the Edmonton Exhibition Association.

A Dominion charter has been issued to the British Columbia Fishing and Packing Company, Limited, to carry on the business of fishing and of canning and otherwise preserving fish, the chief place of business to be at Vancouver, B.C.

An indication of the development of Western Canada and the many opportunities for trade expansion may be found in the fact that upwards of 200 new points will be opened up by the three transcontinental railways during the present year.

J. H. Early and others are planning to erect a cold storage plant at Saskatoon, Sask., with the support of the Dominion Government. At present, Saskatoon possesses no public cold storage warehouse, and it is generally admitted that expansion of mixed farming throughout the district now renders the establishment of such a facility a necessity.

A movement is on foot to start a Made-in-Winnipeg campaign, and efforts are being made by C. F. Roland, of the Industrial Bureau, and J. F. Kennedy, of the Winnipeg branch of the Retail Merchants' Association to have Winnipeg merchants to feature Made-in-Winnipeg goods in their windows during the first week in May.

Several prominent tea growers have visited Winnipeg during the past week. They are: E. C. Davis, of McLeod & Co., Calcutta, India; Alexander Campbell, of Campbell & Co., Shanghai and Hong Kong, China; Mr. Hunt, sen., of Hunt & Co., Shidzuoka and Yokohama, Japan; and Harold Hellyer, of Hellyer & Co., Yokohama and Kobe.

PURE MAPLE PRODUCTS.

Party of Two Hundred and Fifty on Educative Excursion in Quebec.

Montreal, Que., April 23—(Special). —With a view to educating the consumer to the value of pure maple sugar and maple products generally, a trip was recently organized to Foster, Que., in the heart of the Eastern Townships maple district.

A party, numbering about 250 men and women, left Montreal under the guidance of John I. Brown, of Gunn, Langlois Co. On arrival at the Foster plant, the visitors were shown the difference between the old-fashioned methods of some years ago and the scientific evaporation plant of the present day for converting the maple sap into sugar, syrup and candy.

The visitors were also taken to Knowlton, a nearby town, and a general meeting was there held in the town hall, and several prominent experts addressed the gathering, telling of the methods of manufacturing maple products and of numerous deceptions in this regard which are now on the market. Among the speakers were Dr. J. F. Snell, of MacDonald College; J. H. Grimm, a maple products expert; A. L. Gareau, representing J. E. Caron, Minister of Agriculture for the Province of Quebec; Professor F. G. Harrison, of MacDonald College; Mr. Brown, of Gunn, Langlois & Co., and Judge Lynch, of Knowlton.

The following resolution was presented to the meeting and unanimously adopted: — "That the Dominion and Provincial Governments should be urged to take more vigorous measures to protect the interests of producers and consumers of maple sugar and syrup, and that copies of this resolution should be sent to the Hon. W. B. Nantel, Minister of Inland Revenue; the Hon. Martin Burrill, Minister of Agriculture, Ottawa, and the Hon. J. E. Caron, Minister of Agriculture for the Province of Quebec.

"Signed by the committee appointed by the meeting: F. C. Harrison (Chairman), J. H. Grimm, J. F. Snell, A. L. Gareau, J. I. Brown."

BROKEN EGGS.

A Winnipeg grocer, doing the biggest part of his business in the outskirts, where the roads are exceedingly poor, reports a heavy loss due to broken eggs. The eggs smash one another as the rig jolts along the road. If there are twenty dozen eggs on the rig, a dozen are broken before the journey's end. On a recent Saturday four dozen were broken in this manner. As each egg has to be replaced, this means a big loss.

Here is a loss that will mount up rapidly, with eggs at the high price they were earlier in the spring. No doubt the use of modern egg carriers would to a considerable extent remove this.

WHOLESALERS' GUILDS.

Conventions of both the Dominion Wholesale Grocers' Guild and the Ontario Wholesale Grocers' Guild are due to be held in the near future. It is currently reported that the Dominion Guild will meet at Montreal during the latter part of June. No date is mentioned for the provincial meeting but an announcement is expected shortly.

Dried fruits are excellent and economical foods. The acids and sugar they contain are of great value to the human system. Prunes are the largest selling kind of dried fruits, the dried peaches and apricots not being so well-known to the public. Evaporated apples and even the old-fashioned dried apples one sometimes sees in the country stores, are most excellent products, especially from a health point of view. Reminding customers of some particular kind of dried fruit often leads to a sale and makes a regular customer for the particular article recommended.

A new tuber which greatly resembles the potato, called Durheen or Caladium, is a recent discovery of the United States Department of Agriculture. It may be destined in the distant future, to drive the "Irish Lemon" from general use, as it is stated to be more meaty than the potato, and of better flavor. The tops are also eatable and when properly cooked, resemble asparagus tinctured with an added flavor as of mushrooms. When properly cultivated the yield will run to 400 bushels to the acre. It has not yet reached Canada, but may later on.

Strength Now Developing in the Sugar Market

Cuban Exports Do Not Now Show Percentage of Increase That Was Predicted—Teas Are Strong and "Commons" Are Even Higher in Price — Easier Prices in Coffee Are Looked For — Maple Syrup is in Strong Demand, With Opportunity for Increased Supply.

MARKETS IN BRIEF

QUEBEC MARKETS.

FLOUR AND CEREALS—
- No change in flour prices. Some buying to get mill feed.
- Cereals generally quiet. Unsettled situation in rolled oats.
- Mill feeds still in demand, but no change in prices.

FRUITS AND VEGETABLES—
- Apples, oranges and grape fruit higher.
- String beans cheaper.
- A number of price changes in vegetables.

PRODUCE AND PROVISIONS—
- Creamery and dairy butter decline.
- Eggs coming freely, but no change in prices.
- New cheese hardly sufficient to meet demand.

FISH AND OYSTERS—
- Two cars of fresh halibut due this week.
- Haddock and codfish scarce.
- Lobsters more plentiful.
- Prepared and salted fish slow.

GENERAL GROCERIES—
- Shelled walnuts decline.
- Canadian white beans cheaper.
- No change in sugar market.
- Good demand for molasses.

ONTARIO MARKETS.

GENERAL GROCERIES—
- Sugar shows strength.
- Tea still advancing.
- Rice market little affected by the price changes.
- An easier feeling noted in coffee, with big crop prospects.
- Canned corn scarce.

FLOUR AND CEREALS—
- Flour prices show no change. Mill feeds firm.
- Wheat visible is low, but American crop still looks good. Backward weather makes Ontario outlook uncertain.
- Cereals show no price changes, but the tendency is easier with lower corn prices.

PRODUCE AND PROVISIONS—
- Meat business improves slowly.
- Butter plentiful and prices break.
- Eggs in demand by packers and price goes up instead of down.
- Honey market dull and cheese is between seasons.

FRUIT AND VEGETABLES—
- First car lot of pineapples—price goes down.
- New Brunswick potatoes up 10c a bag, and Ontario 5c.
- Beans, cabbage, tomatoes, strawberries, celery and carrots are all cheaper.
- Oranges remain firm, without change.
- Louisiana products a big factor.

FISH AND OYSTERS—
- Trade quiet and largely confined to fresh varieties.
- Fresh whitefish now being offered.
- Haddies more plentiful and a shade lower in price.
- Oysters are off the market.

QUEBEC MARKETS.

Montreal, Que., April 22.—This has been a rather uneventful week in the grocery trade. There has been a fair amount of business passing, but nothing to grow enthusiastic about. The weather has been cold and this, coupled with the fact that many households are upset with the annual moving day at hand has not contributed to make for brisk business. There has been quite a demand for cleaning materials such as soaps, scouring powders, brushes, brooms, etc., and it is anticipated that the proposed "Clean-Up Week" which is now being organized, will give quite an impetus to goods of this description.

SUGAR.—The demand has improved somewhat and this may explain the steadiness of the market. More confidence seems to be displayed in the outlook but buying on a speculative basis has not been undertaken yet. Should the market remain stationary for a while longer, it is probable dealers will start stocking up.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 15
20 lb. bags	4 25
2 and 5-lb. cartons	4 45
Second grade, in 100 lb. bags	4 00
Extra Ground Sugars—	
Barrels	4 55
50 lb. boxes	4 85
20 lb. boxes	4 95
Powdered Sugars—	
Barrels	4 55
50 lb. boxes	4 75
25 lb. boxes	4 75
Paris Lumps—	
100 lb. boxes	4 90
50 lb. boxes	5 10
25 lb. boxes	5 20
Crystal Diamonds—	
Barrels	4 95
100 lb. boxes	5 10
50 lb. boxes	5 20
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15
Yellow Sugars—	
No. 3	4 20
No. 2	4 20
No. 1	3 80

DRIED FRUITS.—There has been a good improvement in the demand for dried fruits. Seeded raisins and evaporated fruits have been especially well taken. Stocks of prunes are pretty well cleaned out. There is little doing in raisins of any kind for immediate or future delivery, and prices are more or less nominal. Currants remain steady and unchanged here and in the primary market. A better demand is reported for spot dates with the advent of spring, but the inquiry is confined chiefly to the carton goods.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 12
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg.	....	0 06½
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 13	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 100, in 25-lb. boxes, faced	0 06	0 06½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, accordngi to the state of the market.

TEAS.—Teas of all grades have moved a little better lately, but there has been no very marked movement. In the jobbing trade sales have been fair, but without change in values. Cables from Japan state that the primary situation was favorable to an early opening. It is thought that on account of the warm weather the market will be a week ahead of last year.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish, No. 1	....	0 12¼
Virginia, No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—The condition of this market is unchanged. The supply on hand is ample to meet all requirements and sales are about as usual.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 22
Santos	0 22	0 23
Chicory, per lb.	0 08	0 10

RICE AND TAPIOCA.—There is little new to report for this market. Rangoon rice is the only line to show a decline and the reduced price has not had much effect in increasing sales. Patna's are reported to be moving better during the last week. The better grades of rice seem to be favord by the foreign population.

Rangoon Rices—	Per cwt.
Rangoon "B"	2 90
C.C."	2 80
India bright	3 05
Lustre	3 15
Fancy Rices—	**Per cwt.**
Polished	4 30
Pearl	4 50
Imperial Glace	4 80
Sparkle	5 00
Crystal	5 00
Snow	5 20

Ice lumps		5 35
Carolina head		7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 05½	0 05¾
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05¾	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

MOLASSES AND SYRUPS.—Molasses is selling strong for present and future delivery. Some very fine stocks are now held by wholesalers here, the grade being somewhat above the average. The supply of maple syrup has been very plentiful, and under a good demand, sales have been made at 7 and 7½ cents per pound in wood and 8 cents in tin. Maple sugar is offering more freely at 10 to 10½ cents per pound.

Barbadoes Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice.
Puncheons	.38	.30	.28
Barrels	.41	.33	.31
Half barrels	.43	.35	.33

For outside territories prices range about 3 cents lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04
Pails, 38½ lbs., 1.85; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 50
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lbs. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

SPICES.—Business is about as usual. There is a steady demand but no exceptional movement.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	23—28	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 98
Cream tartar	27—33	..—1 00	.....
Curry powder	..—35	.....	.....
Ginger	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

	Range for pure spices according to grade. Barrels	Pails or boxes 2 cents per lb. below tins. 3 cents below tins.
Cardamon seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Imported, per lb.	....	0 15
Carraway, per lb.	....	0 12
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 30	0 35
Shredded cocoanut, in pails	0 18	0 20

NUTS.—A decline of a cent a pound in shelled walnuts went into effect last week, making the price now, 28 to 29 cents. This reduction is reported to be due to the competition of Turkish walnuts, which although of an inferior quality, are being offered at 4 cents a pound cheaper than the Bordeaux.

Shelled walnuts, per lb.	0 38	0 39
Shelled almonds, 28-lb. boxes, per lb.	0 44	0 45
Finest filberts	....	0 13
Pecan	0 16	0 17
Almonds	0 18½	0 20
Walnuts	0 18½	0 20
Brazils	0 16	0 20
Peanuts	....	0 13
Peanuts (G)	....	0 09

DRIED VEGETABLES.—A reduction of a quarter cent a pound was made in Canadian white beans last week, but otherwise there were no changes in this department.

Beans—		
Hand picked, per bush.	2 40	2 50
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

ONTARIO MARKETS.

Toronto, April 23.—The trade improvement is hardly as strong as the wholesalers had hoped for. The city demand is very fair, but rural and western business is inclined to be weak, and in the latter considerable caution is being displayed. The weather, too, may be considered as a deterrent factor in relation to the demand in some lines. Collections are not all that they should be. "We always have some 'lame ducks,'" said one wholesaler, "but there seems to be a greater number than usual this spring; all seem inclined to hold their money as long as possible."

The tea situation shows continued strength and a tendency towards higher prices. Sugar, despite the big Cuban crop, is stronger, and will continue so, especially with a change to more seasonable weather. New maple syrup is coming in, but is hardly sufficient to meet the demand.

SUGAR. — Considerable strength is now displayed in the sugar market, and this tendency promises to be even more strongly felt with more seasonable weather and the attendant increased demand. Prices are very firm, but unchanged. The explanation for the strength of sugar in the face of the big increase in the output from Cuba is given in that during the past week the increase in yield has not been up to the percentage estimated. Speculative holdings are reported as being fairly heavy, and Europe has again been drawing on Cuba quite freely. Raw sugar is quoted in all positions 2c c. and f, New York, and is now 9 cents a cwt. above the recent lowest. New York refined is indicated as showing a tendency to equalize prices upwards, the recent price-cutting having evidently run its course after having served its purpose. Canadian markets show no change, and the consumption inquiry is only fair, with no special indications for the immediate future. No doubt considerable interest would be shown by dealers if further strength was developed in the near future.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 21
20 lb. bags	4 31
10 lb. bags	4 36
2 and 5 lb. cartons	4 51
Second grade granulated, 100-lb. bags	4 11
Nova Scotia refined, 100-lb. bags	4 11
Western Ontario refined, 100-lb. bags	4 11
Extra Ground Sugars—	
Barrels	4 61
50 lb. boxes	4 81
25 lb. boxes	5 01
Powdered Sugars—	
Barrels	4 41
50 lb. boxes	4 61
25 lb. boxes	4 81
Crystal Diamonds—	
Barrels	4 96
100 lb. boxes	4 96
50 lb. boxes	5 06
Paris Lumps—	
100 lb. boxes	4 96
50 lb. boxes	5 06
25 lb. boxes	5 26
Cartons (20 to case)	7 11
Cartons (50 to case)	7 11
Crystal Dominoes, cartons	7 20
Yellow Sugars—	
No. 1	3 81

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—Prunes are still the strong feature of the dried fruits market. With an active demand stocks are being rapidly reduced, and it is predicted that they will become even scarce, as receipts are light; prices are firm, but unchanged. In other departments conditions are average, and prices have not changed.

Apples, evaporated, new per lb.	0 10½	0 11
Apples, evaporated, old, per lb.	....	0 08
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 11	0 13
Orange	0 11	0 13
Citron	0 17	0 19
Currants—		
Filiatras, per lb.	0 06	0 06¾
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	9 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06½	0 09
Hallowees	0 05¾	0 06
Figs—		
3 crown layers	0 10	0 11
4 crown layers	0 10½	0 11½
5 crown layers	0 11½	0 12½
6 crown layers	0 12½	0 13½
7 crown layers	0 14	0 15
Fine pulled	....	0 14
Natural figs, in bags, lb.	0 06½	0 07
Prunes—		
30-40s, Californias, 25 lb. boxes	0 13	0 15
40-50s, 25 lb. boxes	0 12½	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 08¼	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 09
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 06	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06½	0 07½
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10¼	0 11
Seedless, 12 oz. packets	0 08½	0 09

SYRUPS AND MOLASSES.—New maple syrup is a strong feature of the market. Reports are that there is a good demand, and some difficulty is reported in getting sufficient quantities of the pure grades. For corn syrup and molasses there is a seasonable demand, although there is usually at this time of the year a tendency on the part of the consumers to turn to green fruits and vegetables. Prices are unchanged.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	....	0 26
West Indies, half barrels	....	0 30
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, 1b. tins, dozen	....	1 90

NUTS.—The market for nuts is steady, and for shelled almonds there is

a strong demand, and hints in some quarters of higher prices. Brazils are coming into the market freely. Prices remain the same.

	Per lb.	
In shell—		
Almonds, Tarragona, new	0 18	0 18½
Brazils, medium	0 12	0 15
Brazils, large, washed	0 13	0 16
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Virginia Jumbos	0 11	0 12
Virginia Fancies	0 08¾	0 10½
Peanuts, roasted	0 10	0 13
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 45	0 50
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 40	0 42

RICE.—The new prices for rice have gone into effect without affecting the market to any great extent, as the decline had been looked for and adjustments are made between dealers. Rangoon is now easy, with no quotable change on import. Patna is reported as strong and advancing on primary markets, with large business transpiring for import. London millers are asking 12d cwt. over early quotations of the present month.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 05
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 06½	0 07½
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 10	0 11½
Sago—		
Brown, per lb.	0 04½	0 05
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	0 05	0 05½
Seed pearl	0 05	0 05½
Flake	....	0 09½

SPICES. — Spices are seasonably quiet, although a more active inquiry on the part of the grinders, as reported from New York, is taken as an indication that activity in this market may be looked for in the near future.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	.....	0 12—0 15
Cinnamon, whole	.....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	.....	0 25—0 35
Cloves, whole	.....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	.....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	.....	0 22—0 25
Ginger, African, ground	.....	....—0 16
Mace	.....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	.....	....—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins	.....	....—0 55
Pastry spice	.....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole	.....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	.....	0 26—0 28
Pickling spice	.....	....—0 15
Turmeric	.....	0 25—0 35

COFFEE.—In the coffee market, although prices are steady, reports of good crops—especially Mexican—are taken as an indication of an easier state of affairs in the near future.

Coffee, Roasted—		
Bogotas	0 27	0 30
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 17	0 19
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

TEAS.—The market for teas shows continued strength, and even higher prices for common varieties. The recent high prices of Ceylons and Indias are fully maintained, and there are reports of quite a clean-up of common China Congous. One remarkable feature of the situation was the fact of London going into the market and taking hold of available supplies, both on spot and in the United States and Canada.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchong	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

MANITOBA MARKETS.

MARKETS IN BRIEF

MANITOBA MARKETS.

PRODUCE AND PROVISIONS—
Old cheese scarce and high.
Eggs to decline again.
Decline in butter expected.
Hams in big demand.

FISH AND POULTRY—
Fresh fish arriving.
Little No. 1 poultry available.

FLOUR AND CEREALS—
Advance in rolled oats coming.

FRUIT AND VEGETABLES—
Louisiana strawberries in, selling $4.50.
Small South African shipments.
Pineapples bring $4 crate.
Texas-Bermuda onions in.
Celery selling high.

GENERAL GROCERIES—
Big demand good canned tomatoes.
Brooms have not advanced.
Brazil nuts on the market.
Beans going up 5 to 10c bush.
Advance in tapioca imminent.
Prunes up again ¼c.
Dates decline to lowest level.
Decline in sugar checked.

Winnipeg, Man., April 22. Representatives of some of the big canning concerns were in the city this week, among them being W. H. Millman, representing Canned Foods, Limited; J. V. Wall, general manager of British-Canadian Canners, and a representative of the B. C. Canners. The result of their efforts to line up business will not be known for ten days or so. Wholesalers say they are still selling canned goods here at practically what they are costing in Winnipeg, including canned tomatoes, corn and peas. The feeling is that a change has got to come.

Business is reported good, despite the fact that buying is still hand-to-mouth. Very little railway contracting is going on. The contract for the Weyburn-Lethbridge section of the C.P.R. has just been awarded. Western dealers should secure this order, and it is believed that any railway work that will be done will be considerably west of Winnipeg.

A wire received here from California shippers this week states that prices for 1914 crop of prunes have been withdrawn on account of the fruit dropping badly. Price of prunes is up again this week on nearly all sizes. The 1913 crop of evaporated apples practically off the market. Salmon is stiffening up on the coast, and the price will certainly be higher this year. A local house is selling matches at low price, which will cause a little commotion. Sugar is stronger, and decline checked. Eggs are expected to decline again.

Business in provisions is exceptionally good. A local house is beating its last year's business, and contemplates erecting a new plant.

SUGAR AND SYRUPS. — Sugar market looks stronger this week, and it seems decline has been checked. Raw sugar advanced 9c. on the New York market during week. New maple syrup is on the market, and is of excellent quality. People are showing good interest in new article, and demand is heavy. Corn syrup remains stationary and firm. Prices quoted for new pure maple syrup ½ gal. case of doz., $9; quarts, case 2 doz., $9.75; quart bottles, case 2 doz., $9.75.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 70
Extra ground or icing	5 20
Powdered	5 00
Lumps, hard	5 65
Montreal, yellow	4 30
Sugar, B.C.—	
Extra standard granulated	4 70
Yellow sugar, No. 1	4 30
Yellow sugar, No. 2	4 15
Yellow sugar, No. 3	4 05
Bar sugar	4 85
Icing sugar	5 05
Powdered sugar	4 85
H. P. lumps	5 55
Sugar packed in barrels 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 60
Barrels, per cwt.	4 55
Halves, 50 lbs., per cwt.	4 60
Bales, 20 lbs., per cwt.	4 65
Powdered, barrels	4 90
Powdered, 50s	5 25
Powdered, 25s	5 55
Icing, barrels	5 20
Icing, 50s	5 45
Icing, 25s	5 60
Icing, pails	5 50
Cut loaf, barrels	5 30
Cut loaf, 50s	5 55
Cut loaf, 25s	5 80
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
B. C. Cane Syrups—	
2 lb. tins, 2 doz. to case, per cs	2 85
5 lb. tins, 1 doz. to case, per cs	3 20
10 lb. tins, ½ doz. to case, per cs	3 00

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	Per case.	
Imperial quarts, case 2 doz.		5 40
Imperial ½ gals., 1 doz.		5 55
New, pure, ½ gal., case, 1		9 00
New, pure, ½ gal., quarts, case 2 doz.		9 70
New, pure, quart bottles, case 2 doz.		9 75

DRIED FRUITS.—Further reduction in dates, which are now at lowest practical level, and may remain stationary at this point for some weeks, with prospects of recovery by August. New evaporated apples up, and practically off market. Prunes advanced in nearly all sizes ¼c. lb. Practically no prunes available, and what are left will go even higher than present high prices. Peaches very firm with prospects of advance before new crop arrives. Apricots practically off market until new crop in three months. All dried fruits in big demand. Raisins, Valencia, considered

off market. Muscatels, scarce and higher. All grades seeded raisins firm.

Apples, evaporated, new, per lb.	0 09¼	0 09¾
Apricots—	Per	lb.
Extra choice	....	0 18½
Choice	....	0 18
Standard	....	0 17
Slab	....	0 15
Currants—		
Dry clean	....	0 06¾
Washed	....	0 07½
1 lb. package	....	0 08
2 lb. package	....	0 16
Dates—		
Hallowi, loose, per lb.	....	0 05
Hallowi, 1 lb. pkgs.	....	0 06¾
Figs, Cooking—		
Choice, bags	....	0 05¾
Nectarines	....	0 15
Peaches—		
Standard, 25-lb. boxes	....	0 07½
Choice, 25-lb. boxes	....	0 07¾
Extra choice, 25-lb. boxes	....	0 08¾
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 08
70 to 80	....	0 09¾
60 to 70	....	0 10¾
50 to 60	....	0 11¾
40 to 50	....	0 13
Raisins, Valencias—		
Valencia selects, 28's	....	1 32
Valencia selects, 14's	....	0 94
Valencia layers, 28's	....	1 90
Valencia layers, 14's	....	0 97
Raisins, Sultanas—		
California	....	0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown loose, 50s	....	0 08¾
3 crown, lose, 25s	....	0 08¾
Choice seeded, lb.	....	0 09¾
Extra fancy seeded, lb.	....	0 10

TEAS AND COFFEES. — Market very firm, and no likelihood of teas being cheaper during remainder of season. Indian market now closed, and will not re-open until June. Everything depends on the opening of this market as regards fall prices, but indications are that there will be no cheaper tea this year. Coffee and chicory markets unchanged and dull, and not much trading being done.

Coffee—	Per	lb.
Rio, No. 5, green	....	0 13½
Rio, roasted	0 15¾	0 16
Santos, green, No. 4	0 14¼	0 14½
Santos, roasted	0 21	0 22
Chicory, per lb.	0 07	0 08
Teas		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Pekoe	....	0 40
Broken orange and orange	0 40	0 50
China		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

RICE AND TAPIOCA. — Very firm for all lines. Feeling that market has reached proper basis. Tapioca will advance before May 1. Stocks are low, and new arrivals cost more.

Rice—		
No. 1 Japan, per lb.	....	0 05⅞
No. 2 Japan, per lb.	0 04¾	0 04⅞
Siam, per lb.	0 03¾	0 04
Patna, per lb.	0 05½	0 06½
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 04
Tapioca, pearl, per lb.	....	0 04½

BEANS.—Possible chance of advance in beans, as Ontario holders are causing stiffening in price. Wholesalers say no doubt there will be increase of 5c. to 10c. bushel. Demand for white beans brisk.

Austrian, hand picked	....	2 35
3 lb. picker	....	2 10
Peas—		
Split peas, sack, 98 lb.	....	3 40
Whole peas, bushel	....	2 05
Barley—		
Pot, per sack, 98 lbs.	....	3 15
Pearl, per sack, 98 lbs.	....	4 45

NUTS.—New Brazils now on market, and are much cheaper than last year. Price is 14½c., whereas old price was 23c. Few nuts sold except peanuts, on which advance will take place in all grades of Virginia.

Almonds, Tarragona	....	0 17½
Brazils	....	0 14½
Filberts, Sicily	....	0 13¼
Peanuts, Jumbos, roasted	0 11½	0 13¼
Peanuts, choice, roasted	....	0 11
Pecans	....	0 20½
Walnuts, Grenoble	....	0 17
Walnuts, Marbot	....	0 14
Shelled—		
Almonds	....	0 42¾
Walnuts	....	0 40

SPICE.—Pepper a little firmer; ginger cheaper than for years. Olives advanced 5 to 8c. a gallon in primary market.

BROOMS. — Big demand, but no change in price yet.

CANNED GOODS.—Demand increasing for canned vegetables, especially good quality tomatoes; demand for cheaper lines falling off. Gallon apples scarce.

SASKATCHEWAN MARKETS.

By Wire.

Regina, Sask., April 23.—Saskatchewan's first horse show is in full swing at Regina. Prizes have been offered by the horse show committee for the best decorated display windows, featuring the official colors of the show, and many retail grocers have entered the competition, having their windows beautifully and tastefully decorated in navy blue and white. Tuesday afternoon was declared a civic holiday in the city, and all wholesale and retail stores were closed for the afternoon. Exceptionally fine spring weather prevails in the Regina district, and business is brisk, indeed, for this time of year. All lines report the volume of business increasing. The market is quiet.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 30
Butter, dairy, No. 1, 20c; No. 2	....	0 15
Cheese, per lb.	....	0 17¼
Eggs, fresh, per doz.	....	0 18
Lard, 3's, per case	....	7 75
Lard, 5's, per case	....	7 67
Lard, 10's, per case	....	7 60
Lard, 20's, each	....	2 75
Dried Fruits—		
Apricots, choice	....	0 17⅝
Currants, gulf cleaned	....	0 08¼
Figs, natural 6's	....	0 06¾
Evaporated apples, per lb.	0 11	0 11½
Dried peaches, 25s	....	0 08
Dried peaches, choice, 25s	....	0 09½
Prunes, 70-80, 25s	....	0 10¾
Raisins, muscats, 50s	....	0 08½
Raisins, muscats, 25s	....	0 08¾
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 08¼
Green Fruits and Vegetables—		
Apples, Wash., box	2 00	2 50
Apples, B.C., box	2 00	2 50
Celery, Cal., doz.	....	1 25
Grape Fruit, Florida	....	6 80
Lemons, Messina	....	5 50
Lemons, California	....	5 00
Oranges, navel	3 00	3 50
Onions, Val.	....	7 25
Tomatoes, Cal., case	....	2 50
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts	....	0 19
Beans—		
General—		
Potatoes, per bushel	....	1 00
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	....	2 65
Coffee, whole, roasted, Rio	....	0 17
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	5 07
Sugar, yellow, per cwt.	....	4 67
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 85
Salmon, Sockeye, 4 doz. case, 1s	7 35	7 60
Salmon Sockeye, 4 doz. case, 1s	....	8 00
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; hump back 1's	....	5 60
In shell—	Per	lb.

CANNED GOODS.

MONTREAL.—There has been a very fair demand for all kinds of canned goods but no changes in prices are noted except that American asparagus is reported to be 7½ per cent. cheaper this year. There is quite a large sale for this line in Montreal and the trade is growing larger every year as prices have been more favorable.

TORONTO.—With a seasonable easiness in the demand for canned goods, low prices are maintaining a comparatively good trade. One wholesaler expresses the opinion that corn will come into strong demand, on account of depletion of stocks and a comparatively short pack last year. The packers, he says, are handling stocks carefully. Prices are unchanged.

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., April 23.—The markets show few changes. General business is brisk and collections average. Flour, sugar and other staples firm. Valencia onions are out and replaced by Americans at $4.40 and $4.50. New cheese is on the market at 15¾-16; old cheese is unchanged, and stocks are low. Molasses at 27-28 is in good supply. Rice is easier at $3.40-$3.50. Yelloweyes advanced slightly, $3.75-$3.85. Eggs at 23-25 are plentiful.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	23 75	25 00
Pork, American clear, per bbl.	25 00	27 00
Pork, domestic, per bbl.	....	29 50
Butter, dairy, per lb.	0 28	0 32
Butter, creamery, per lb.	0 30	0 31
Cheese, per lb.	0 17	0 17¾
Cheese, new, lb.	0 15¾	0 16
Eggs	0 23	0 25
Lard, compound, per lb.	0 11¾	0 12
Lard, pure, per lb.	0 15	0 15½
Flour and Cereals—		
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 65
Flour, Manitoba, per bbl.	....	6 45
Flour, Ontario, per bbl.	....	6 85
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel	....	1 70
Sugar—		
Standard granulated	4 30	4 40
United Empire	4 20	4 30
Bright yellow	4 10	4 20
No. 1 yellow	3 80	3 90
Paris lumps	5 25	5 50
Molasses, Barbadoes, fancy	0 27	0 28
U. S. onions, bag	4 40	4 50
Currants, 1s, per lb.	0 08	0 08¼
Raisins, California, seeded	0 10	0 10½
Rice, per cwt.	3 40	3 50
Beans—	Per	bushel.
Canadian white	2 25	2 35
Yellow eye	3 65	3 75
Canned Salmon—	Per	4 doz. case
Pinks	4 25	4 50
Cohoes	5 00	6 95
Red Spring	7 40	8 00
Yelloweyes	3 75	3 85

NOVA SCOTIA MARKETS.

By Wire.

Halifax, N.S., April 23.—Wholesale grocery jobbers report business good and prices fairly steady. Dried fruits are in heavy demand, and there is better inquiry for canned vegetables. Demand for eggs is slackening up; the retail price has got down to 21 cents. Receipts of butter are lighter and the price is steady.

FLOUR and CEREALS

Mill Feeds Selling Flour; Cereals Easier, With Lower Corn

Reports of American Wheat Crop Are Still Favorable—Late Weather Postpones Definite Reports in Ontario—Cereals Should Change if Lower Prices in Corn Last.

MONTREAL.

FLOUR.—The flour situation has shown little change during the past week. There have been rumors that some mills are cutting prices in order to get business. A good deal of flour is still on order, and is not delivered yet, that was booked before the advance in prices made some time ago. A number of buyers have been compelled to keep buying in order to get their proportion of the limited amount of feed that is offering, and which is badly wanted. It would not be surprising to see a change in prices almost any time now.

Manitoba Wheat Flour—	per bbl.
First patents	5 60
Second patents	5 10
Strong bakers'	4 90

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	4 60	5 00
90 per cent.	4 30	4 50
Straight roller	4 10	4 30
Blended flour	4 60	4 80

CEREALS.—There is a rather confusing situation as regards market for rolled oats. Prices have been unsettled for some time, and there has been some price-cutting. It appears now, however, that the air is clearing, and though the present quotations of $2.15 to $2.25 may be changed, it is not thought that there will be any downward movement. Some deals were reported to have been made recently at $2, but this is considered to be below the cost of production.

Cornmeal—	Per 98-lb. sack
Kiln dried	2 10
Softer grades	1.95
Rolled Oats—	90's in jute
Small lots	2 25
25 bags or more	2 15

Rolled oats in cotton sacks, 5 cents more.
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 96-lb. sack	2 50

MILL FEEDS.—While there has been no change in quotations for mill feed, demand is as strong as ever, and market is almost bare of supplies. All the mills are handing out their supplies of bran in small parcels in order to make them go around; only a few bags of feed being allowed to each car of flour. Prices are still on the old level of $23, for the reason that all the mills are booked ahead at this figure, and there is practically no offering to outside buyers, although it is believed they could get more money. Prices on shorts and middlings are also firm, but unchanged.

Mill Feeds—	Car lots,	per ton
Bran	....	23 00
Shorts	....	25 00
Middlings		28 00
Wheat moulee	....	28 00
Feed Flour	....	33 00
Mixed chop, ton	....	29 00
Crushed oats, ton	....	29 00
Barley, pot, 98 lbs.	2 75	3 00
Oat chop, ton	....	29 00
Barley chop, ton	....	29 00

TORONTO.

FLOUR.—The flour situation is still unchanged, and mill feed demands are being used as lever in making sales. From some quarters, however, there is talk of prices stiffening. The wheat situation showed a shortage in world supply of 21,000,000 bushels, as compared with a year ago, but this is off-set by unusually optimistic reports from the United States, where crop is in such condition as it is believed will fit it to stand even severe set-backs. In Ontario late season prevents definite reports as to condition of the crop, as there has been no opportunity to note the effects of the April frosts. The wheat business is quiet, and is expected to remain so until after the opening of navigation, which is looked for about the 25th, when there will be a rush of carriers from the head of the lakes.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 55	4 95
90 per cent.	5 05	4 75
Straight roller	4 95	4 55
Blended flour	4 80	4 85

CEREALS.—The cereal markets remain without material change, although the tendency is toward easiness. Corn has fallen off in price materially of late, and a continuance of the present prices will result in an adjustment in sympathy. The demand is seasonable.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Buckwheat flour, 98 lbs.	3 75	4 75
Buckwheat grits, 98 lbs.	4 50	4 75
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 15	2 30
Graham flour, 98 lbs.	....	2 70
Hominy, granulated, 98 lbs.	2 40	2 50
Hominy, pearl, 98 lbs.	....	2 50
Oatmeal, standard, 98 lbs.	2 47½	2 60
Oatmeal, granulated, 98 lbs.	2 47½	2 60
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 25	3 65
Rolled oats, 90-lb. bags	2 25	2 37½
Rolled wheat, 100-lb. bbl.	3 00	3 25
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	3 85

MILL FEEDS.—The late spring is an important factor in maintaining a strong demand for mill feeds, and the mills are confining shipments to small lots at firm prices. It will be three or four weeks yet before growth will be sufficiently advanced as to make pasturage a factor in relieving the situation.

Mill Feeds—	Car lots,	per ton.
Bran	23 00	26 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG.

FLOUR AND CEREALS. — Rolled oats remain firm, with big demand in West, and advance bound to come. With opening of navigation, export business getting more brisk.

Manitoba Wheat Flour—	Per bbl.	
First patents	....	5 30
Second patents	....	4 70
Strong bakers'	3 90	4 00
Cereals—		
Rolled oats, per 80 lbs.	1 75	1 80
Oatmeal, fine, standard and gran'd, 98 lbs.	....	2 25

NATIONAL RAILWAY ASSOCIATION.

The following appeared in a recent issue of Saturday Night, Toronto:—The National Railway Association, Ltd., which has headquarters at Queen street and Spadina avenue, Toronto, seems to be averse to publicity. The annual meeting was held a few months ago, and Saturday Night requested the manager to furnish a copy of the financial statement presented to shareholders. He agreed to forward one to these offices, but it never arrived. After several trips to the head office of the association, and repeated calls by telephone, we have thus far been unable to get the desired information. The manager said that the statement in any case would hardly be interesting to the public, as "it was rather indefinite and only covered the first six months." The statement is important to this extent: Saturday Night was told by an official that the association had a string of eleven stores in Quebec, Ontario and the West, which made an average monthly turnover of $40,000, and it would be interesting to know if the directors' report confirmed this statement. The company was originally capitalized at $40,000, but this has been increased to $5,000,000, of which, according to the manager, $500,000 has been subscribed and $125,000 paid up. Shares are valued at $5 each, but it appears that there is no active stock selling campaign. The sales are made by a committee in each town where a store is located.

FRUIT & VEGETABLES

Pineapples for Preserving Now; Vegetables Lower in Ontario

Seasonable Shift in Prices Noted in Toronto, but Montreal Remains Firm—Big Season in Pineapples Looked for—New Brunswick Potatoes Bullishly Active.

GREEN FRUITS.—Apples, California oranges and grape fruit are all held higher than last week. Weather conditions have not been favorable for a large volume of business and some dealers have suffered loss on account of oranges not standing up as well as they were expected to.

Bananas are 25 cents cheaper than at last report and cocoanuts are marked down to $4.50 a crate for all sizes. Special fancy pack apples in boxes are being offered at $2.00 to $2.50.

Apples—		
Spies, No. 1s, very fine, bbl.	....	7 25
Baldwins, No. 1s	....	6 50
Ben Davis, No. 1s	....	5 50
Ben Davis, No. 2s	....	5 00
Spies, in boxes, fancy pack	2 00	2 50
Russets, in boxes, fancy pack	2 00	2 25
Bananas, crate	2 00	2 25
Cape Cod cranberries, bbl.	....	16 00
Almeria Grapes—		
Extra fancy heavyweights	....	5 50
Fancy heavyweights	....	5 00
Medium quality, for immediate use	....	4 75
Grapefruit, 54 64 80 96 size, case	....	4 75
Cocoanuts—		
100 to 150 size	....	4 50
Lemons—		
Extra fancy, 300 size	....	3 25
Fancy, 300 size	....	3 00
Oranges—		
Mexicans, 126-150, $2.00; 176-200-216-250	....	2 00
California navels, 146-150-176-200-216-250	....	3 00
Pineapples—		
24 size	....	4 75
30 size	....	4 75
36 size	....	4 25
Strawberries, per box	0 40	0 50

VEGETABLES.—With the advent of milder weather dealers have been able to get their stocks outdoors and though there has not been much change in the demand, the "spring feeling" is apparent in the sprightly manner in which the salesmen move around. There have been a number of changes in prices, string beans have dropped $2.50 per crate and are now offered at $5.00 to $5.50. Old beets are 25 cents per bag higher than last week. Celery is 50 to 75 cents higher, while onions show a decline of about 25 cents a crate. Parsnips have advanced 25 cents a bag and sweet potatoes are quoted 25 cents below last week's price. The finest quality tomatoes are held a a half dollar above their former figure.

Asparagus, doz.	3 00	5 00
Beans, wax, crate, Florida	5 00	5 50
Beans, string, crate, Florida	....	5 50
Beets, bag	....	1 75
New beets, crate	....	3 00
Cabbage, bbl.	2 75	3 00
Cabbage, per dozen	....	1 25
Cabbage, new, per crate	2 50	3 00
New carrots, case	....	3 00
Cauliflower, crate 2 doz.	....	6 00
Celery, Florida, crate	4 25	4 50
Cucumbers, Boston, dozen	1 75	2 25
Egg plant, crate, 1 dozen	....	3 00
Garlic, per lb.	....	0 10
Lettuce, Boston, box	2 25	2 50
Canadian lettuce	1 60	2 00
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per crate, 150 lbs.	....	4 25
Red Danvers, 100-lb. bag	4 00	4 25
Shallottes, per dozen bunches	....	0 50
Parsnips, bag	....	1 75
Parsley, American, per doz., bunches	....	0 75
Parsley, per box	1 75	2 00
Parsley, Canadian, per doz. bunches	....	0 35
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Bermuda, barrel	11 00	12 00
Green Mountains, $1.15; Quebec, bag	....	1 00
Potatoes, sweet, Jersey, hpr.	1 75	2 00
Radishes, per doz. bunches	0 50	0 60
Rhubarb, dozen	1 50	2 00
Spinach, C.H., barrel	2 50	3 00
Turnips, Quebec, bag	0 75	1 00
Tomatoes, Florida, choice, crate	3 00	3 50
Tomatoes, Florida, fancy, crate	4 00	4 50
Young onions, dozen	....	0 30

TORONTO.

GREEN FRUITS.— Pineapples have come into prominence during the week on the fruit market, and the reduction in price to $3.00 and $3.25 a case brings the preserving season within sight. Reports from the fruit belt indicate a good crop and splendid quality. The first car shipment from Louisiana arrived in Toronto on Tuesday morning, containing 960 cases. Apples are getting firmer and scarce although there is no change in prices. Despite the lighter shipments of oranges the price has not advanced on California navels; the advance is considered as inevitable in the near future but the shipments during the rush season were heavy enough to create an over supply which has not yet been consumed. California tangerines and bloods have just come into the market selling at $2.00 for half boxes. Florida oranges are practically off the market. Lemons have made an advance of 25c. a case, this is the usual spring increase, and is made despite unseasonable weather. Generally speaking the market is in good shape with a satisfactory supply and strong demand.

Apples—		
Spies, hand-picked, barrel	5 00	7 00
Other varieties, winter apples, No. 1s	4 50	5 25
Local, bbl.	2 00	4 00
Other varieties, winter apples, No. 2s	3 50	4 00
IMPORTED.		
Apples, Jonathans, case, fancy, extra	2 50	3 00
Spitzenbergs, per box	2 75	3 00
Roman Beauties, box	2 50	3 00
Bananas, per bunch	1 50	2 00
Grapefruit, Florida, case	4 00	4 50
Grapefruit, Cuban, case	3 50	4 00
Grapes, hot house, lb.	0 75	0 90
Oranges—		
California navels	2 50	3 25
California tangerines, half boxes	....	2 00
California bloods, half boxes	....	2 00
Floridas, best grades	3 00	3 25
Messinas	....	3 00
Sevilles	....	3 00
Lemons, Messina, 300's, new	3 50	4 00
Pineapples, Floridas	4 00	4 50
Pineapples, Cuba, case	3 00	3 25
Strawberries, Louisiana, box	....	0 15

VEGETABLES.—Seasonable changes make quite a shuffle in the vegetable prices. Celery, carrots, onions, radishes and other vegetables are coming in from Louisiana at lower prices. There is plenty of cabbages offered and asparagus from both California and Louisiana is plentiful. Sweet potatoes are about done on the Toronto market. Asparagus, beans, carrots, celery, egg plants, onions, tomatoes and radishes are all considerably cheaper. Potatoes are on the upgrade, an advance of 10c. being noted for New Brunswick grown.

Asparagus, Cal., large bunch	0 40	0 50
Beets, Canadian, per bag	....	1 75
Green and wax beans, hamper	4 00	4 50
Cabbage, Ont., bbl.	2 50	2 75
Cabbage, new, Southern, bbl.	2 50	2 75
Carrots, Canadian, bag	....	1 75
Carrots, Florida, hamper	2 00	2 25
Cauliflower, Cal., per crate 2 doz.	3 50	4 50
Cucumbers, doz.	2 00	2 75
Celery, Florida, case	....	3 25
Egg plants, per crate	4 50	5 00
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	5 00	5 25
Spanish, crate	....	4 50
Green, doz., Canadian, 20-30c; U.S.	0 40	0 60
Parsnips	1 25	1 75
Green peppers, basket	0 75	1 00
Potatoes, New Brunswick, per bag	1 10	1 15
Potatoes, Ontario	0 95	1 00
Sweet potatoes, kiln dried, hamper	1 10	1 40
Potatoes, new, Bermuda, per bbl.	9 00	11 00
Parsley, doz. bunches, Can., 25c; U.S.	....	1 00
Rhubarb, per dozen	1 00	1 25
Tomatoes, Florida, per case	3 25	3 75
Turnips, bag	....	....
Radishes, Can., per doz.	....	0 50
Radishes, hamper	1 50	1 75

WINNIPEG.

GREEN FRUIT.—First car Louisiana strawberries arrive on Wednesday morning, to sell $4.50. Banana receipts heavy, prices low. Small shipments of South African peaches, plums, pears and melons have arrived. Pineapples are selling $4 a crate.

Apples—		
Ben Davis, No. 1	....	6 50
Ben Davis, No. 2	....	5 75
Washington Rome Beauties, ex. fancy	....	3 00
Wine saps, Spitz, ex. fancy	....	3 00
Bananas, lb.	....	0 04
Red bananas, lb.	....	0 06
Cocoanuts, bag	....	7 50
Grapefruit, 54 64 80 size, case	....	5 00
Lemons—		
California	....	5 00
Messina	....	4 00
Oranges—		
California navels	3 00	3 25
Pears—		
Oregon Nellis, box	....	4 00
Pineapples, Cuban, crate	....	4 00
Strawberries, Louisiana	....	4 50

VEGETABLES.—First car of Texas Bermuda onions arrived, selling $3. Receipts celery light, and demanding high prices. Quality of tomatoes arriving better, and demand good. California head lettuce arriving car lots; good demand. Importing southern old potatoes —$1.10 bushel.

Artichokes, per doz.	....	1 75
Asparagus, Cal., crate	....	4 00
Beets, old, per cwt.	2 00	2 50
Beets, new, doz. bunches	....	1 25
Cabbage, Texas, per ton	....	60 00
Cabbage, California, ton	....	70 00
Carrots, old, per ton	....	50 00
Carrots, new, doz. bunches	....	1 00
California celery, crate	....	6 00
Florida celery, crate	....	5 00
Cucumbers, extra fancy, hothouse, doz.	....	2 75
Green peas, lb.	....	0 15
Green pepper, crate	....	5 00
Head lettuce, Texas, hampers	....	3 00
Head lettuce, Cal., crate	....	4 50
Leaf lettuce, doz.	....	0 50
Onions—		
Texas-Bermuda, crate	....	3 00
Valencias, bag	....	6 00
Southern red onions, cwt.	....	5 00
Parsnips, per cwt.	....	2 50
Parsley, per doz. bunches	....	0 60
New potatoes, per hamper	....	3 50
Potatoes, old, Southern, bush.	....	1 10
Potatoes, sweet, per hamper	....	2 25
Radishes, doz.	....	0 50
Tomatoes, Florida, per crate, 6 bkts.	4 50	5 00
Rhubarb, Washington, box	....	2 25
Rhubarb, Cal.	....	2 50
Shallots, per doz.	....	0 80
Spinach, Texas, bbl.	....	10 00

FISH AND OYSTERS

Fresh Fish Are Scarce; Oyster Season is Over

Trade Quiet in Toronto But Shows Comparative Activity in the East—Late Spring Delays Shipments of River-Caught Varieties—Haddies Are Easier.

MONTREAL.

FISH AND OYSTERS.—Trade is comparatively good; in fact, better than it generally is at this period of the year. Frozen fish are still in demand on account of the shortage of the fresh stock. On account of a late spring, river and lake fish are not expected to arrive in quantities for a couple of weeks yet. A few small arrivals of whitefish, dore and carp have been received. Fresh halibut will be easier this week. Two carloads are due to arrive at this market during the present week. On account of very stormy weather on the East Coast, haddock and codfish are very scarce, and it is probable that supplies will have to be got from either Portland or Boston, which means high prices. Lobsters are getting more plentiful here. Bulk and shell oysters are quiet. All kinds of prepared and salt fish are very slow.

TORONTO.

FISH AND OYSTERS.—With season for frozen fish and oysters closed, and only a few varieties of pickled fish still offered, there is comparative quiet in the fish stalls, following the rush of the Lenten season. The demand is for fresh caught, and halibut and white fish are now to be had. The fresh supply of haddies is now coming, with the result that the price is quoted a little easier and as much as a cent off in some quarters.

Oysters are entirely off the market, and none are coming to the city unless privately imported in the shell. April is the last of the "R" months, and, therefore, represents the end of the season; but the market failed to stand up quite as long as usual, and petered out last Saturday.

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.		.06-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.12	.12
Haddies, Niobe boneless, per lb.	.10	.10
St. John's bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.10	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.10	1.15
Kippered herrings, selected, 60 in box	1.10	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Imported Scotch kippered herrings, box 40	....	1.75
Smoked salmon, per lb.	.22	.23
Ciscoe herrings, a basket 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	.15-.16	.12
Salmon—Gaspe, medium and small, per lb.	.14-.15	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.07-.11
Salmon, red—Cohoes or silvers, per lb.	.08½-.09	.07-.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	....
Mackerel, bloater, per lb.	.07-.08	.09
Herrings, medium, 50 lb., per 100 count	....	2.50
Herrings, large, 85 lb. per 100 count	....	2.75
Haddock, medium and large, per lb.	.05½-.06	.05-.07
Market codfish, per lb.	.05-.05½	.05-.08
Steak codfish, per lb.	.06½-.07	.09
Pollock, per lb.	.04½-.05	.04½
Smelts, extras, 10, 20, 25, per lb.	...	.15
Smelts, medium to large, per lb.	...	...
Smelts, small, per lb.	...	.08
Flounders, per lb.	.06	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.10-.14
Striped Sea Bass, large, per lb.	.17-18	....
Striped sea bass, small, per lb.	.10-.11	....
Sea trout, per lb.	.10-.11	.07½
Shad	.10	....

LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tullibees, per lb.	.06½-.07	.06½
Lake Trout, large and medium, per lb.	.11-.12	.12
Dore, dressed or round, per lb.	.09-.10	.09-.10
Pike, dressed and headless, per lb.	.06½-.07	.06
Pike, round	.05½-.06	...
Eels, per lb.	.10	.10
Pike, round, per lb.	.06-.06½	.06
Eels, per lb.	.10	.10
Perch, per lb.	.09-.09	....
Carp	.12	....

PICKLED FISH.

Salmon, Labrador tierces 300 lb.	21.00	....
Salmon, Labrador bbls. 200 lb.	15.00	....
Salmon, Labrador, half bbls. 100 lbs.	8.00	....
Salmon, B.C., bbls.	14.00	14.00
Sea trout, Baffin's Bay, bbls. 200 lb.	12.00	....
Sea trout, Labrador, bbls. 200 lb.	11.50	....
Sea trout, Labrador, half bbls. 200 lb.	6.75	....
Mackerel, N.S., bbls. 200 lb.	12.00	....
Mackerel, N.S., half bbls. 100 lb.	6.25	....
Mackerel, N.S., pails 20 lb.	1.50	1.75
Herrings, Labrador, bbls.	6.50	....
Herrings, Labrador, half bbls.	3.50	....
Herrings, Nova Scotia, bbls.	6.00	....
Herrings, Nova Scotia, half bbls.	3.25	....
Lake trout, half bbls.	....	8.00
Quebec sardines, bbls.	6.00	....
Quebec sardines, half bbls.	3.50	....
Turbot, bbls.	15.00	....
Tongues and sounds, per lb.	.10	....
Scotch herrings, imported, half bbls.	8.00	....
Scotch herrings, imported, kegs	1.25	....
Holland herrings, imported milkers, hf bbls.	6.50	....
Holland herrings, imported milkers, kegs	.75	.95
Holland herrings, mixed half bbls.	6.00	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7.50	7.50
Dried hake, medium and large, 100 lb.	7.00	....
Dried pollock, medium and large, 100 lb.	7.00	....
Dressed or skinless codfish, 100-lb. case	7.00	7.60
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	.07½	.08
Boneless Codfish, 2-lb. blocks, 20-lb. boxes, per lb.	.07	.07
Boneless codfish, strips, 30-lb. boxes	.10	10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1.80	1.80
Boneless codfish, in 2-lb. and 3-lb. boxes	.15	.15

BULK OYSTERS, CLAMS, ETC.

Standards, imp. gals.	1.40	....
Solid meats, imp. gallon	1.70	....
Selects, best, imp. gallon	1.80	....
Selected, solid meats, imp. gallon	2.00	....
Best clams, imp. gallon	2.50	....
Best scollops, imp. gallon	2.50	....
Best prawns, imp. gallon	2.00	....
Best shrimps, imp. gallon	2.25	....
Sealed best standards, quart cans, each	.35	....
Sealed best select, quart cans, etch	.45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH—CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8.50	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10.00	....
Malpeque, shell oysters ordinary, per bbl.	8.00	....
Malpeque, shell oysters, caraquets, per bbl.	5.00	....
Clams, per bbl.	9.00	....
Mussels, per bbl.	6.00	....
Live lobsters, medium and large, per lb.	.26	.40
Boiled lobsters, medium and large, per lb.	.28	....
Scotch herrings, mixed kegs	.65	.65

WINNIPEG.

FISH AND POULTRY.—Much fresh fish arrived on market this week, including salmon, halibut, and trout. Sales been unusually good. Will be considerable frozen fish sold up to May 1, after which local lakes will be open. Oyster season closed as far as Manitoba is concerned, and will be no more until September. Little No. 1 poultry on the market, and what there is brings good prices. Big demand for frying chickens. Fowls selling 17c., turkey 25c., and ducks 22c.

Fish—		
Fresh whitefish, per lb.	....	0 08¼
Halibut	....	0 08
Salmon	....	0 10
Smelts	....	0 10
Herring	....	0 06
Lake trout	....	0 12
Cod fish	....	0 10
Cured Fish—		
Smoked goldeyes, per doz.	....	0 50
Finnan haddies	....	0 08
Holland herring, keg	....	0 08
Labrador herring, ½ bbl.	....	4 25
Poultry, Live—		
Fowls	....	0 12
Chickens	....	0 12
Turkeys	....	0 15
Ducks	....	0 12
Geese	....	0 12
Poultry, Dressed, Fancy No. 1—		
Fowls	....	0 17
Chickens	....	0 22
Turkeys	....	0 25
Ducks	....	0 22

NEW BULK SALES ACT.

A new Bulk Sales Act has been introduced into the Ontario Legislature. Its chief clauses read as follows:

> Before making any sale in bulk within the meaning of this Act, the vendor or transferor shall give his creditors fifteen days' notice by registered mail of his intention so to sell, and every disposition made of the purchase money, or of any note or other security therefor, in the absence of such notice or before the expiry of fifteen days from mailing of such notice, shall be fraudulent and void; provided, however, that if all the creditors of the vendor or transferor consent in writing to the said sale, such notice shall not be necessary.
>
> Nothing in this Act contained shall apply to or affect any sale by executors, administrators, receivers or assignees for the benefit of creditors, nor by any public official acting under judicial process.

It is introduced by W. D. McPherson, a West Toronto member, the man who introduced the Bulk Sales Act last year which was thrown out.

Doherty Bros., Kinmount, Ont., push the sale of biscuits by placing the glass front tins on the shelving back of the counter where they can be seen by every customer.

PRODUCE & PROVISIONS

Butter Has Considerable Break; Eggs Go Up Scale in Ontario

Packers Responsible for Strength of Egg Market—Plenty of Butter Coming and Prices Decline—New High Price for Poultry—Old Cheese Practically Off Market.

MONTREAL.

PROVISIONS.—While there has been some improvement in the trade in this department since the Lenten season, the improvement has not been so marked as was anticipated. Prices are practically unchanged, though there is still talk of a fractional decrease in the price of lard.

Hams—	Per lb.	
Medium, per lb.	....	0 18½
Large, per lb.	0 18	0 18
Backs—		
Plain, bone in	....	0 23
Light, per lb.	....	0 1?
Boneless	....	0 26
Peameal	....	0 26
Bacon—		
Breakfast	0 19	0 21
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	29 00
Heavy short cut clear	....	29 00
Clear fat pork	....	28 00
Clear pork	....	27 00
Lard, Pure—	Per lb.	
Tierces, 375 lbs. net	....	0 14
Tubs, 50 lbs. net	....	0 14¼
Boxes, 50 lbs. net	....	0 14¼
Pails, wood, 20 lbs. net	....	0 14½
Pails, tin, 20 lbs. gross	....	0 14½
Cases, 10-lb. tins, 60 in case	....	0 15
Cases, 3 and 5-lb tins, 60 in case	....	0 15
Bricks, 1 lb. each	....	0 15½
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10½
Tubs, 50 lbs., net	....	0 10¾
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 11
Pails, tin, 20 lbs., gross	....	0 11
Cases, 10-lb. tins, 60 in case	....	0 11¾
Cases, 3 and 5-lb. tins, 60 incase	....	0 11¾
Bricks, 1 lb. each	....	0 12¼
Hogs—	Per cwt.	
Dressed, abattoir killed	13 50	13 75
Dressed, country	12 75	13 00

BUTTER.—The market continues to show a weakening feeling and prices on all grades have declined. Creamery butter has dropped off a cent a pound from last week's quotation and fall made creamery is quoted three cents a pound below last week's figure. Dairy butter is now quoted at 22c. to 24c., a drop of 2c. from last week's quotations. Reports from the country district indicates that there is a plentiful supply and it would not be surprising if still lower prices were offered.

Butter—		
Finest creamery, new milk	0 28	0 29
Finest creamery, fall make	0 25	0 26
Dairy butter	0 22	0 24

EGGS.—There is practically no change in the egg market. Receipts continue to be satisfactory and the prices have been maintained at the same figure as last week's quotation. It was expected that lower prices would rule this week, but on account of the extreme cold weather, the supplies have not been as plentiful as they usually are at this season of the year, and with a good local demand, stocks have not accumulated. Buyers are still paying 19c. at country points and sales in this market range from 21c. to 23c. Some houses are now offering selects which demand higher prices, a few of the choice lots coming in being put away for storage purposes. Receipts during the week were 16,121 cases, against 17,104 the same week last year.

Eggs, case lots—	Per dozen.	
New laids	....	0 23
Splits	....	0 21
Chinese	....	0 20

CHEESE.—At the present time the market is so clear of the old make that the new cheese has been scarcely sufficient to supply the wants of the local trade. It is anticipated, however, that as soon as the receipts justify it, prices will decline. As the U.S. market prices have recently dropped below those ruling here, it is expected that any surplus cheese will have to be worked off as usual in the English market. For the present, prices remain unchanged.

Cheese—		
New make	0 15	0 16
Old specials, per lb.	0 15	0 16
Stilton	....	0 17

HONEY.—There has been no change as regard prices and business in this department has been featureless for some time.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY. — While prices continue firm, there is little of interest in the poultry department. The demand continues good, and there is some difficulty in getting a sufficient supply, but thus far prices have not been affected.

POULTRY.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	....—....	....—0 25
Ducks, milk fed	0 16—0 18	0 18—0 19
Fowl	0 18—0 20	0 17—0 19
Geese	....	0 15—0 16
Turkeys, spring	....	....—0 23
Turkeys, old Tom	....	0 14—0 16
Milk fed chickens, lb.	....	....—0 25
Milk fed broilers, lb.	....	....—0 30

TORONTO.

PROVISIONS.—The provision trade has been recovering but slowly from the Lenten depression and the demand for cured meats is not as strong as had been looked for by the trade. In this connection the cold backward weather is undoubtedly a factor. The lard market is firm with a fractional advance shown in compounds and pure in tins and bricks.

Hams—		
Light, per lb.	0 18	0 20
Medium, per lb.	0 17½	0 19
Large, per lb.	0 16	0 18½
Backs—		
Backs, per lb.	0 22	0 24
Boneless, per lb.	0 24	0 26
Pea meal, per lb.	0 23	0 25
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 15	0 17
Shoulders, per lb.	0 14	0 16½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 15
Long clear bacon, heavy	0 13½	0 14¼
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 28
Hams, roast, per lb.	0 25½	0 28
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	....	0 22
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	27 00
Short cut, per bbl.	27 50	28 50
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13	0 13½
Tubs, 60 lbs., per lb.	0 13¼	0 13¾
Pails, 20 lbs., per lb.	0 13½	0 14
Tins, 3 and 5 lbs., per lb.	0 14	0 15
Bricks, 1 lb., per lb.	0 14¾	0 16
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10¾
Tubs, 50 lbs., per lb.	4 10¼	0 11
Pails, 20 lbs., per lb.	0 10½	0 11½
Hogs—		
F.O.B., live, per cwt.	8 95	9 15
Live, fed and watered, per cwt.	9 55	9 65
Dressed, per cwt.	12 25	13 75

BUTTER.—The spring season with its increased supply of butter and attendant improvement of flavor is having a marked effect upon the market and the week has seen a break in the prices. Creamery prints have dropped 2c. and dairy solids 4c. a pound, and the supply is plentiful. The first New Zealand butter offered on the Toronto Produce Exchange was sold at 26c a pound. It will go to the trade at about 28c. It is reported to be of good flavor.

Butter—		
Creamery prints, fresh made	0 29	0 31
Dairy prints, choice	0 25	0 28
Dairy, solids	0 21	0 23
Separator prints	0 26	0 28

EGGS.—The week has brought somewhat of a surprise in the egg market for whereas a reduction was looked for on the head of the better seasonable supply, the result has been to the contrary and strictly new laids have gone up 1c. a dozen—to 23c. Cold weather may be a factor in the market but the important influence in found in the packing business and the market is now very firm, with little outlook of easing off. Reports of Western Canada shipping eggs East and the talk of Chinese eggs coming into the Ontario market are apparently having little influence with the packers.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	....	0 25
Strictly new laid	....	0 23
Splits	0 18	0 20

CHEESE.—It is between seasons in the cheese market so far as the supply is concerned, and the trade is quiet. Old cheese is practically off the market and what is known to the trade as the

"new" will not be in until the grass season. Meanwhile fodder cheese is being handled, but it is not up to standard in flavor, and is not strong in the popular demand. There is no change in prices.

Cheese—		
Old, large	0 16	0 16½
Old, twins	0 16¼	0 16½
New, large	0 15¾	0 16
New, twins	0 16	0 16¼

HONEY.—The honey market is dull and heavy with some big stocks on hand and little demand since maple syrup came in. On the Produce Exchange this week honey was offered at 9c., which had been purchased last season at 10½c., even at this low price there was little interest.

Clover, bbls., per lb.	0 08	0 08½
60 30-lb. tins, per lb.	0 08½	0 09
10, 5-lb. tins, per lb.	0 09½	0 10
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	2 00	2 25

POULTRY.—Local poultry market is dull following the Jewish Passover, when there was a demand for live hens; there is little interest in the market, and prices cover a wide range. It is reported that the Jewish demand last week led to the highest price being paid for live fowl that the Toronto market has known. The bidding went to 25c. a pound, and a poultry authority states that prior to this the record price to his knowledge was 19½c. a pound—a price of 5½c. a pound over the previous high record is remarkable.

Fresh Stock—	Live.	Dressed.
Fowl	0 16	0 18
Chickens, lb.	0 18	0 22
Geese	0 14	0 16
Turkeys, spring	0 17	0 22
Turkeys, old Tom	0 15	0 17

WINNIPEG.

PROVISIONS.—Business good; heavy demand for all fresh pork cuts, and smoked meats, especially hams

Cured Meats—		
Hams, per lb.	....	0 19½
Shoulders, per lb.	....	0 12½
Bacon, per lb.	....	0 25½
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 12½
50 lb. tubs	....	6 37
20 lb. pails	....	2 68
3 lb. tins, cases	....	8 10
5 lb. tins, cases	....	8 02

BUTTER.—Decline in market looked for, though fresh made creamery bringing good prices, market being around 30c. for fresh made creamery prints.

Butter—		
Creamery, Manitoba	....	0 30
Creamery, Townships	0 32½	0 33
Dairy	0 19	0 24
Cooking	0 15	0 16

EGGS.—Market unchanged. Decline expected of 1c. doz. after first of month. Local receipts at least 25 per cent. heavier than this time last year. Wholesalers paying 18c. to country merchants. Fresh eggs selling in local stores at 20c. doz. At provincial points, merchants are paying 15c. doz.

Eggs—		
Extra first	....	0 19
Checks	....	0 14
Extras in cartons	....	0 23

CHEESE.—Old cheese hard to get, and prices correspondingly high. Further advances sure.

Cheese—		
Large	....	0 17
Twins	....	0 17½

THE PLACE OF PROVISIONS IN EVERY GROCERY STORE.

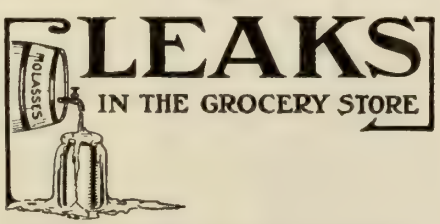
(Continued from page 34).

are the wastes to consider and the wise grocer will dispose of his ham-bone while it is still of marketable value, even though he has to do so at a loss. In the cities and towns which have to secure supplies by freight or express, or where the grocer finds it convenient to purchase small quantities from the local provision store for the convenience of his trade, there will be a difference in prices and profits but generally speaking the prices can be adjusted to mean a handsome return.

To the grocer the handling of cured and smoked meats represents a comparatively small loss in shrinkage and cutting, and this is an argument that can be advanced a stage further in dealing with the consumer. Smoked meats can be held for any reasonable period and may be considered as a staple article. A good feature from the standpoint of the trade and the consumer as well, is the manner in which the meats are prepared with clean sanitary wrappings. Some judgment must be displayed in buying supplies, for although some of the lines will keep for a reasonably long period there is not enough variation in the market to encourage gambling in stocks by overloading; to run most of the lines pretty close to the demand will in almost every case be found the more favorable course.

Big Season Coming Soon.

Although the demand for prepared meats commences strong after Lent, it is usually about the 1st of June before the business becomes really a big factor with the grocer and the months of July, August and September will be found the best for the provision trade. Now is the time for the grocer to consider plans for meeting the increasing demands for this trade.



KEEP YOUR CANDIES FRESH.

A city traveler reports that he has noticed candies exposed to the sun and heat in a large number of grocery store windows during the past month. In a few instances he sampled some of the goods, principally chocolates, and found them with an old and stale taste, practically uneatable. He was assured that they were purchased fresh within a week. This was doubtless correct. Hard boiled candies are susceptible to moisture in the atmosphere, and when combined with heat, will first become sticky, then change to a sugary consistency. This change will take place in a couple of days if exposed, yet if the same candies are enclosed in an airtight box, and in a uniform temperature, they will remain dry, clear and fresh in appearance for a long time.

Letters to the Editor

DISCREDITING GROCERS.

Editor, Canadian Grocer,—To promote direct buying between producer and consumer is persistently advocated by some of our daily papers. This would destroy the natural working of the law of supply and demand to the disadvantages of both producer and consumer. These newspapers could perform a great public service, if instead of advocating doing away with middlemen they would defend and take the part of the retailer. It can be easily demonstrated that no class of products of any kind reaches the public with as small an average of net profit as staple foods. The average farmer is a hard person to deal with, often suspicious, more or less ignorant of the whims, peculiarities, and prejudices of city consumers and the sort of service required. On the other hand, consumers are exacting, positive in demands, and arbitrary as to requirements. These things are now regulated by middlemen, each performing a needed service at the minimum of cost.

If produce is to go direct from the farmer to the consumer, who is to fix the cost? Nowadays this is done in the open market subject to supply and demand. The individual farmer will deal blindly with his consumer customer, and probably their views of quality and price will differ. It is right here that the idea of the press to bring farmers into direct trading relations with consumers, if attempted will assuredly fail. The open market as a grade-fixer and price-maker will be set aside and trouble will certainly follow. The present system of distribution has been evolved through many years of practical work. All sorts of experiments have been tried, only to solidify the middleman who makes his living because he renders a needed service in a better manner and at a fairer cost than is possible in any other way yet devised. The present system of merchandising through retailers is by far the most economical system and anything that interferes with it is injurious rather than helpful to the public.

M. J. H———.

Toronto, Apr. 21, 1914.

Macaroni

Do you notice a falling off in your sales of higher-priced articles? Don't you hear people say "Too dear," quite often?

Sell Them Something Cheaper

That is the time for you to introduce something which will help reduce living expenses.

You Can't Do Better

than introduce our package macaroni, the product of the best equipped factory in Canada.

"Hirondelle" is the name.

It means *Swallow*. Give it a trial. Your wholesaler carries it.

C. H. CATELLI, Limited
MONTREAL

TEES & PERSSE, Limited, Winnipeg
C. C. MANN, Toronto
J. HUNTER WHITE, St. John, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25 size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER.

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	$1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

FOREST CITY BAKING POWDER

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or cas	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books, each	0 04
100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per dozen, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$ 2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 995
Raspberry	0 69	0 95

14's and 30's per lb.
Freight allowed up to 25c per 100 lbs.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

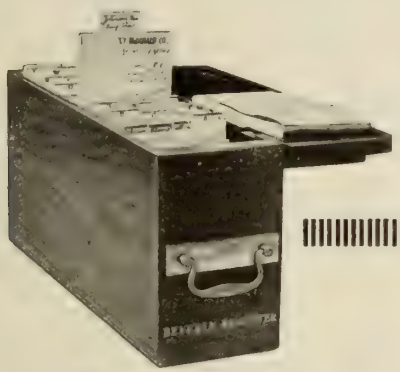
For rush orders we are right on the spot

Our six large warehouses situated at the central Western distributing points enable us to make immediate shipments. No delays and no long waits for the customer. Moreover, the service of our highly efficient sales force, who call daily on the trade throughout the Canadian West, gives an opportunity unequalled to Manufacturers, Producers and Importers to have their respective lines properly introduced and placed on the market of this vast and profitable country.

There's money in the West and your goods are wanted. Write for terms and particulars. Do it now.

Nicholson & Bain, Wholesale Commission Merchants and Brokers Winnipeg, Man.

Branches: REGINA, SASKATOON, EDMONTON, CALGARY, LETHBRIDGE



Just send us your name

And we will prove conclusively in black and white why the **Beverly Account Register** is the most practical Account Keeping System for the average Grocer. It requires less counter space, very simple and compact—absolutely accurate. It will do anything that any account register will do. In three months a **Beverly** will save you in time and money, enough to pay for it.
By sending us your name you are under no obligation—it may be the first step toward putting your credit business on a real paying basis.

The Beverly Register Co.

PICTON, ONTARIO

By Special royal permission

Medical Science and Sardines

Medical science tells us that the sardine supplies an excellent proportion of nitrogenous material — a body builder and brain food.

This, together with the fact that

"King Oscar" Brand Sardines

are packed in pure Olive Oil makes them a most desirable food.

Recommend "King Oscar" Brand Sardines, they will make for more business and better profits.

Canadian Agents

J. W. Bickle & Greening

(J. A. Henderson)

HAMILTON, - ONTARIO

ESTABLISHED 1854.

"STAR BRAND"

has been standard for **HAMS, BACON and LARD** for sixty years, and continues to merit the favorable verdict of all these years.

The quality and reliability of this brand is the result of many years' experience in Bacon curing. Your customers will appreciate the goods, and your trade will be all the greater if you handle them.

Put up by

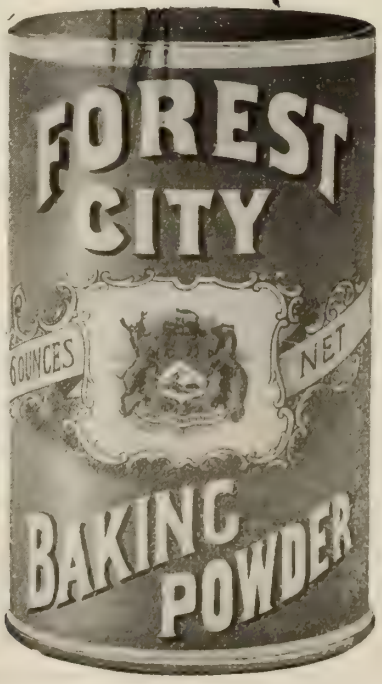
F. W. FEARMAN CO., Limited

Hamilton, Ont.

That's what counts—

It's the housewife's verdict. When the baking is good—light, fine grained and tasty, the housewife is pleased and so are all the rest. It means that the grocer who sold the good baking powder — Forest City, is going to get their steady patronage for baking powder, as well as for other lines.

Forest City Baking Powder is a home favorite. Stock it today.



Gorman, Eckert & Co.,
London, - Ont.

Western Selling Agents:
MASON & HICKEY,
Winnipeg, Man.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 5's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes.	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, dozen	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q; F M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking), doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ⅛-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 50
Clover Brand, each 4 doz.	4 50
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ⅛ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.
WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 60-lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50

Every day is a golden day when you are selling

Crown Brand Syrup

The most popular syrup this country has ever known

MASON & HICKEY - - Winnipeg

Branches—Regina, Saskatoon, Calgary, Edmonton

What Do You Earn?

Don't think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Pub. Co.

143-149 University Ave.
TORONTO

Sell your customers this old-country favorite—

DICKESON'S TEA

"The Beverage of the Old Country."

—and watch your tea trade grow! Dickeson's is the tea that brings in sure **repeat** orders. Its goodness—flavor—superior quality and strength make it popular everywhere. Every day the demand is increasing—backed up by quality linked on to good advertising. Stock up **now!**

Write to any of these Canadian Agents:

Toronto—Frederick E. Robson Co.
Hamilton—C. G. Walker & Co.
Ottawa—H. N. Bate & Sons, Ltd.
Windsor—G. Clair Bliss, Detroit, Mich.
London—R. Donaghy.
St. John, N.B.—E. T. Sturdee.
Quebec, Que.—A. Francois Turcotte.
Winnipeg, Man.—W. Lloyd, Lock & Co.

WETHEY'S
CONDENSED
MINCE MEAT

is recognized
from Coast to Coast
as the
standard of excellence

Are you stocking it?

Any Jobber can supply you

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

5 oz. (all flavors), doz. 4 80
8 oz. (all flavors), doz. 6 50
16 oz. (all flavors), doz. 12 00
32 oz. (all flavors), doz. 22 00
Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO.
ANCHOR BRAND.

Ammonia Powder—"Anchor"	Per case.
5c cases, 6 doz.	$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25
Baking Powder—"Anchor"	**Per doz.**
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5 lb. tins, cases 1 doz.	8 40
Chocolate—Unsweetened—"Anchor" 10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	**Per doz.**
10c tins, cases 4 doz.	0 90
	Per lb.
¼s, tins, cases 4 doz	0 36
½s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35
Coffee—"Anchor"	**Per lb.**
1 lb. tins, whole or ground, cs., 30 lb.	0 33
2 lb. tins, whole or ground, cs., 30 lb.	0 32
Cream of Tartar—"Anchor"	**Per doz.**
10c pkgs., boxes 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40
Custard Powders—"Anchor" 10c pkgs., cases 3 doz.	0 90
Flavoring Extracts—"Anchor"	
10c bottle	1 00
2½ oz. bottle	2 00
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 00
32 oz. bottle	24 00
64 oz. bottle	48 00
Flour—Potato—"Anchor"	**Per doz.**
Cases 2 doz.	1 20
Icings, Prepared—"Anchor" 10c pkgs., cases 3 doz.	0 90
Mustard, D.S.F.—"Anchor"	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90
	Per lb.
¼s, tins, boxes 12 lbs.	0 38
½s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36
Rice, Special Grain—"Anchor"	**Per doz.**
Cases 2 and 4 dozen	0 90

"Anchor" Brand.	Per case
Shaker Table Salt, free running, cases 2 doz., case	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case
25c pkgs., cases 12 pkgs.	2 40

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	2 50

"KOLONA" CEYLON TEA.

	Per lb.
30c black, green or mixed, ½ and 1 lb. pkgs.	0 25
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat-Os" Breakfast Food, cases 2 doz.	1 45
	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED.
Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork, 50 qts., case	8 00
50 pts., case	5 00
La Savoureuse "Claret Crown," 100 pts., case	9 00
St. Nicholas Champenoise Corks, 50 qts., case	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb.	0 60½
Cs. 50 ¾ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs.	4 75
Cs. 200 200 grs. pieces, cs.	7 75
Cs. 100 300 grs. pieces, cs.	6 00
Cs. 200 300 grs. pieces, cs.	12 00

ALIMENTARY PASTES.
BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 08
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape juice, 12 qts.	4 75
Grape juice, 24 pts.	5 00
Grape juice, 36 splits	4 75
Apple juice, 12 qts.	3 75
Apple juice, 24 pts.	4 50
Champagne de Pomme, 24 p. Motts Golden Russett.	5 90
Sparkling cider, 12 qts.	4 50

The Canadian Fishing Co., Ltd.

VANCOUVER, B.C.

Producers and Shippers of

PACIFIC COAST FISH of all kinds

FRESH FISH FROZEN FISH
SMOKED FISH SALT FISH

Carload and less than carload shipments

CORRESPONDENCE SOLICITED

PINEAPPLES

The season is commencing. We are now receiving some very fine, well-colored Havanas. Our brands this year will be same as former years—all Extra Fancy Heavy Pack. Let us have your orders.

TOMATOES, CELERY, CUCUMBERS
ORANGES, GRAPE-FRUIT,
LEMONS, BANANAS
AND FRESH GREEN VEGETABLES.

THE HOUSE OF QUALITY.

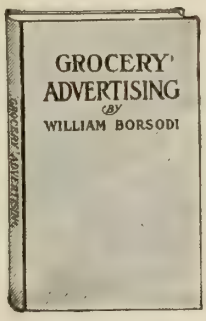
HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

Grocery Advertising

BY WM. BORSODI



Price Postpaid $2.00

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

BOOK DEPARTMENT

The Maclean Publishing Co., Limited

143-153 University Avenue, Toronto

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills

LIMITED

Oak Lake Manitoba

Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "BRUNSWICK BRAND" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

¼ Oil Sardines
¾ Mustard Sardines
Finnan Haddies (oval and round tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

CONNORS BROS., LIMITED

Black's Harbor, N.B.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS. LTD.
BLACK'S HARBOR, N.B. CANADA
Diploma awarded at St John Exhibition 1870
NOT SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 splits	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil."

	Per case
Sur Extra Fins, 40 Falcons, cs.	$10 08
Sur Extra Fins, 100 ½ cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
M1 Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 25
Tins—	
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s.	2 10
20s. ½ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & Co., Agents.

Cases, 4 doz. each, flats per case..	5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 doz. case)	$1.90	$1.80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case	$1 60	$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	6½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.06¼
1 lb. pkg., less than 25 case lots..	.06½
5 lb. box, loose, per lb.	.06½
10 lb. box, loose, per lb.	.04¾
21 lb., loose, long. per box	1.15

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 50
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz.	2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naphtha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD.
EDWARDSBURG BRANDS
and
BRANTFORD BRANDS.

Boxes	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb.. cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's satin, 1-lb. cartons, hrome label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch..	.06

SEEDS

To-day's prices Ex-warehouse Toronto, April 24th

No. 1 Government Standard.

	Per 100 lbs.
Red Clover	$17.50
Mammoth Clover	18.50
Alsyke Clover	22.00
Alfalfa Clover (Gold)	14.50
Alfalfa Clover (Silver)	13.00
Timothy Seed	8.00

No. 2 Government Standard.

Red Clover	$16.00
Mammoth Clover	17.00
Alsyke Clover	19.00
Timothy Seed, A	6.75
Extra No. 1 for purity.	
Timothy Seed, B	6.25
Timothy Seed, C	6.00
No. 1 for purity.	

No. 3 Government Standard.

Red Clover	$15.00
Mammoth Clover	15.50
Timothy Seed	5.00

Yellow Dutch Set Onions	$12.00

Ask for samples. **Phone Main 163**

Geo. Keith & Sons

Seed Merchants since 1866

Toronto, Ont.

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.

Owen Sound, Ontario

For a good pack of good Lemons, buy

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe

AGENT

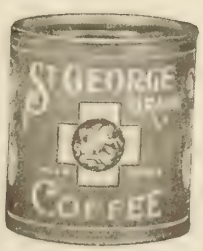
TORONTO, ONT.

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80



Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

The "World's Finest"

THE OCEAN LINERS are now bringing regular shipments of

Sharp's "World-famed" "Kreemy" Toffee

to Canada.

Sharp's "KREEMY" is a bar of rich, delicious, free-chewing Toffee that melts away to goodness as fast as you chew it, and it is different to any other Toffee or sweetmeat made in England or Canada.

It is made from ingredients which are wholesome and of great food value.

It is sold in slabs or bars to retail at 5 and 10c each.

It shows the merchant a very handsome profit, and it has that LITTLE SOMETHING in it that will tickle your customers' palate and make them a daily buyer of KREEMY from your candy counter.

IT KEEPS GOOD all the year.

IT SELLS GOOD all the year.

Made in England at

"Kreemy Works," Maidstone

BY

EDWARD SHARP & CO.

Sold in Canada as follows:
THE HARRY HORNE CO. of Toronto—For Ontario.
Howe, McIntyre & Co. of Montreal—For Quebec.
Geo. S. DeForest & Sons of St. John—For New Brunswick.
J. S. CREED of Halifax—For Nova Scotia.
LEADLAY LIMITED of Winnipeg—For Manitoba, Alberta and Saskatchewan.
Hamblin & Brereton of Vancouver—For British Columbia.

(120-lb boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb. ..... .10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—
Canada Laundry—
Boxes about 40 lbs. ..... .60
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs. ..... .06½
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs. ..... .07
Barrels, 200 lbs. ..... .06½
Kegs, 100 lbs. ..... .06½
Lily White Gloss—
1-lb. fancy cartons, cases 30 lbs... .07½
8 in case ..... .07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ..... .08
Kegs, extra large crystals, 100 lbs. ..... .07
Canadian Electric Starch—
Boxes containing 40 fancy pkgs., per case 3 00
Celluloid Starch—
Boxes containing 45 cartons, per case 3 60
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. ..... .06
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs. ..... .07½
"Crystal Maize" Corn Starch—
1-lb. pkts., boxes of 40 lbs. ..... .07½
(20-lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., $4.50; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.50.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz..... 0 90
Clear soups, in stone jars, 5 varieties, doz. 1 10

SODA—COW BRAND.

Case of 1-lb., ontaining 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.
CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case 2 50
5-lb. tins, 1 doz. in case 2 85
10-lb. tins, ½ doz. in case 2 75
20-lb. tins, ¼ doz. in case 2 70
Barrels, 700 lbs. 3½
Half barrels, 350 lbs. 3¾
Quarter barrels, 175 lbs. 4
Pails, 38½ lbs. 1 95
Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case 2 65
5-lb tins, 1 doz. in case 3 20
10-lb. tins, ½ doz. in case 3 10
20-lb. tins, ¼ doz. in case 3 05
(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case .....$ 1 35
Ontario, per case 1 50
Manitoba, per case 2 30
Saskatchewan, per case 2 60
Alberta, per case 2 70
British Columbia, per case..... 2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case..... 2 60
Manitoba, per case 3 00
Saskatchewan, per case 3 20
Alberta, per case 3 30
British Columbia, per case 3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

¼-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz., cases, doz.... 1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 80
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ½-pints.....	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD. ..

4a size, gross 2 50
6a size, gross .....$ 2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan.....	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY
(Empire Branch)

Black Watch, 6's	.45
Bobs, 5's and 10's	.39
Currency, 5's and 10's	.39
Stag, bars, 5 1-3	.39
Old Fox, 10's	.40
Pay Roll, thick and thin, bars, 7½'s	.60
Pay Roll, plug, 7½'s	.59
Shamrock, bar and plug	.45
Empire, 6's and 12's	.44
Ivy, 7's	.50
Great West, pouches, 8's	.59
Regal cube cut, 9's	.59
Starlight, 7's	.50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

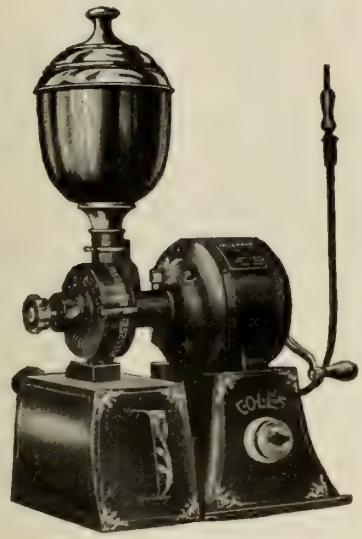
In 30, 60 and 80 lb. cases.

Black, Green or Mixed.

Blue Label ⅛s	0 21
Blue Label, 1s	0 80
Orange Label, 1s	0 22
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 23
Brown Label, ¼s	0 30
Green Label 1s and ½s	0 35
Red Label, ½s	0 40

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

The Brantford
SHOWALL
Window Fixtures
beat the world
for grocery selling
WRITE NOW FOR MEASUREMENT
FORM & FULL PARTICULARS
Brantford Showall Window
Fitting Co
BRANTFORD ONTARIO

See full page advertisement, page 46, April 17th issue.

SPRING

Fruits and Vegetables

Delicacies Imported Consist of

Pineapples, Tomatoes, Asparagus, Strawberries, Cucumbers, Lettuce, Etc.

800 Bunches Choicest Bananas.
Oranges—Navels, Floridas and Bloods.
New Fresh Cocoanuts.
Fish for Good Friday, full assortment.

White & Co., Limited
Toronto and Hamilton

EVERYDAY LINES

Brooms of quality
Wrapping Paper and Twines
Boss Washers
Mop Wringers
Dustless Mops
Self-Wringing Mops
Globe Washboards

Walter Woods & Co.
HAMILTON and WINNIPEG

Fresh Juicy Pickles
ROWAT'S

Carefully packed in pure vinegar. Every bite is a delight. Most of your customers know this; the others will just as soon as you stock and display these profit-makers.

Rowat & Co.
Glasgow, Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.
BANNER BRAND.

	Shipping Price Doz.	Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.10	33
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail	Lbs.
5 lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.

MINTO BROS., LIMITED.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JAMS AND JELLIES.
T. UPTON & CO.

Pure Fruit Jams—Raspberry and apple, strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12-oz. glass jars, 2 dozen in case, $1.00 per dozen; No. 2 tins, 2 dozen in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 57½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb.

Packed in assorted cases or crates if desired.

Pure Fruit Jellies—Raspberry, strawberry, black currant, red currant, and pineapple flavors, 9-oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails, 6 in crate, 52½c; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality, 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

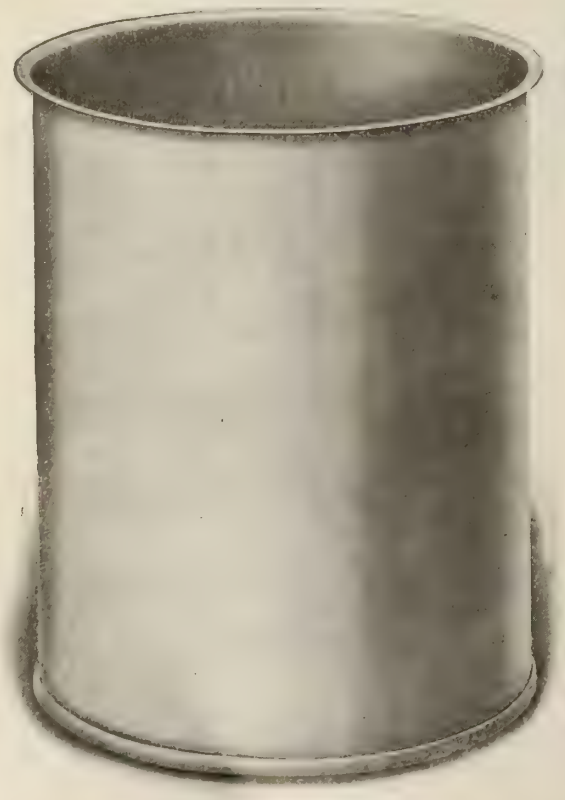
List Price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c packages 1 15



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

Have you looked into the attractive prices offered by

CANNED FOODS LIMITED

on "Spot Goods" and "Futures"?

It will pay wholesalers to get in touch with us now — we have an interesting proposition and attractive prices on goods for immediate delivery.

We put up only quality goods and guarantee satisfaction and full delivery of orders.

Before placing your order for "Futures" see our contract and prices.

Get in touch with us to-day.

CANNED FOODS LIMITED

Head Office: 27 Front St. East, Toronto

W. H. Millman & Sons

TORONTO General Sales Agents **VANCOUVER**

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

A want ad. in this paper will bring replies from all parts of Canada.

HEADQUARTERS FOR

MAPLE FLAVOR

bulk only

Thomas Henderson, Manufacturing Chemist.

86 Fulton St. NEW YORK

PREPARED MUSTARD

IN JARS

TAYLOR'S THE FAMOUS LINE

Made in England for the past hundred years. Royalty uses it.

It should suit you

F.P. Taylor, 14 Place Royale, Montreal

SUCHARD'S COCOA

The Highest Quality Most Reasonably Priced "Quality" Cocoa. On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

Raw Materials and Equipment

Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.

The Biscuit & Cracker Mfrs. Co.

105 Hudson St. New York City

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co., Limited, P. O. Box 2963, MONTREAL

COFFEES

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

FINCH'S

PATENT

Fly Tape

The perfect

FLY CATCHER

Write for samples

Ed. Kidd & Co.

1090 Hamilton St.

Vancouver, B.C.

AGENTS WANTED

FOR PRESERVED GOODS

SARDINE, MACKEREL, TUNNY, ANCHOVY, SPRAT

and other fishes, in oil; pickles, tomato and other sauce; GREEN PEAS, FRENCH BEANS (plainly cooked or colored green); plainly cooked mushrooms, APPLY TO LEON LE BEUVE, 22 Cours des Quais, LORIENT France), the best organized house for sale, having always stock in hand. AGENTS WANTED.

Nalborough & Sons, Ltd., Harwich, (England), and Hoorn, (Holland),

Exporters of EDAM and GOUDA CHEESE, also CREAM MIDGET GOUDAS.

When they ask for credit give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe

Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

EGG FILLERS

12-DOZ. EGG CASES

The Trent Mfg. Co., Limited

Trenton, Ontario, Canada

GRATTAN & CO., LIMITED

ESTD. 1825

The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada

EMERSON, BAMFORD CO.

842 Cambie Street VANCOUVER, B.C.

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

HOLLAND RUSK

have an established reputation for uniformity of quality and general excellence. Keep it displayed on your counter and watch the demand grow.

HOLLAND RUSK COMPANY

HOLLAND, MICH.

CLASSIFIEDADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

AGENCIES WANTED

AGENCIES WANTED—HAVING FIFTEEN years' experience in the flour, grain and grocery line as commercial traveller for the same firm, I desire to start a commission business on my own account in the city and district of Quebec. I am open to take agencies from millers, manufacturers, etc. Only serious propositions will be considered. Address, Quebec Agency, 553 St. John Street, Quebec. (42414)

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto. WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

FOR SALE—NATIONAL CASH REGISTER, detail strip, total adder, cost $350.00, guaranteed in perfect condition. Sell for $150.00. Box 46, Canadian Grocer, Toronto. 4-24-14

GROCERS! DO YOU WANT A CHEAP, Effective and Simple Method of Advertising? My system is a boon to every live grocer. Send Dollar. Leaver, 236 Whalley Old Road, Blackburn, England.

WANTED

WANTED—POSITION AS SALESMAN WITH wholesale or brokers, specialty teas and coffees. Nine years with present firm. Write Box 45, Canadian Grocer, Toronto. 5114

AN ENGLISH FIRM MANUFACTURING high-grade jams, marmalades and peels require a first-class house to take up the sale of their goods in Canada. A real, live firm ready to work hard to place them in all the best stores will be well supported and liberally dealt with. Apply Box 114, Canadian Grocer, 88 Fleet Street, London, England.

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. You can speak across the continent with a condensed advertisement in "Canadian Grocer" for two cents a word.

Try it out.

Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

Write us or ask your jobber.

The Richards Pure Soap Co., Ltd.
WOODSTOCK, ONT.

British Tea Houses, American Coffee Importers

Expert in Teas and Coffees, with years of practical experience in these two lines, and knowing, especially in Tea, the blend that will sell, wishes to get in touch with British Houses to act as representative for Quebec Province. Absolutely useless for any firm but of the highest standing to consider the matter, as the trade is already crowded. There is, however, plenty of room at the top. To a firm which can thoroughly cater for the Canadian trade, advertiser offers his service. Applicant is an old tea blender.

Address M. W. C.,
Canadian Grocer, Toronto.

A Few Dollars More a Week

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make $5.00 a week more during their spare hours. They will each make additional salary every week this year, and longer should they wish.

If you would like us to show you, write to-day.

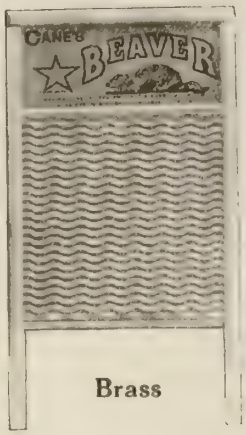
This is genuine.

THE MACLEAN PUB. CO.
143-9 University Ave., Toronto

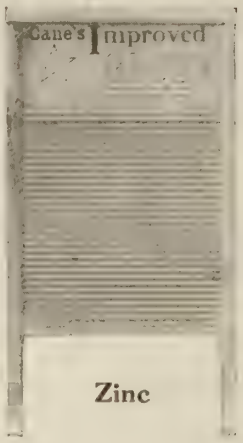
KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York



Brass



Zinc

Four different wash surfaces

There is a Cane Washboard surface to meet every requirement. By handling these lines you will not only insure satisfaction, but you will get their trade for other "**Cane**" **Woodenware Products.**

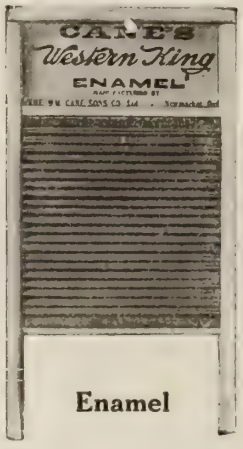
These include pails, tubs, mop-sticks, butter molds, bake boards, folding clothes and saw horses, etc.

Made with best materials, good workmanship and fine finish. Satisfaction guaranteed—profits are remunerative. Your jobber can supply you. Get our catalog for reference.

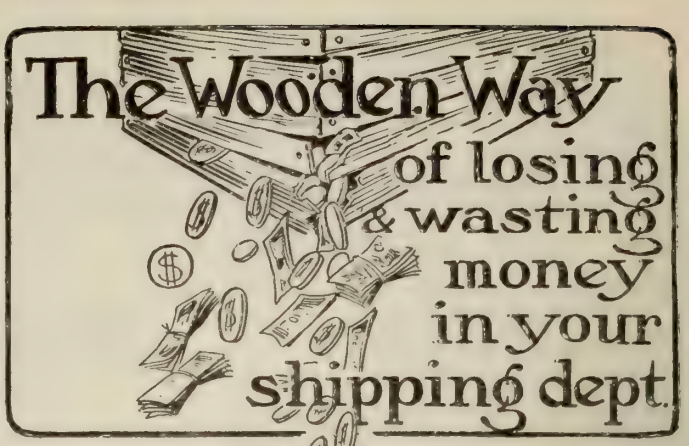
The Wm. Cane & Sons Co., Ltd.

NEWMARKET **ONTARIO**

Glass



Enamel



Conserve Your Profits

Take stock of your shipping room expenses and then compare your wooden box method with the modern way—the T and N Cellular Box way—of shipping.

It is a well established fact that you can save from 30 to 50% in your shipping department by using T & N "Cellular Boxes." Their initial cost is far less than the wooden case. Their weight is one-fifth that of wood, the saving in forwarding charges being considerable for that reason. Furthermore, the containers economize space, as they are knock-down in construction. We can give you actual figures to prove these statements. Will you let us show you?

Write to-day—use coupon below.

The Thompson & Norris Co. of Canada, Limited

NIAGARA FALLS, CANADA

Brooklyn, N.Y.; Boston, Mass.; Brookville, Ind.; London, Eng.; Julich, Germany

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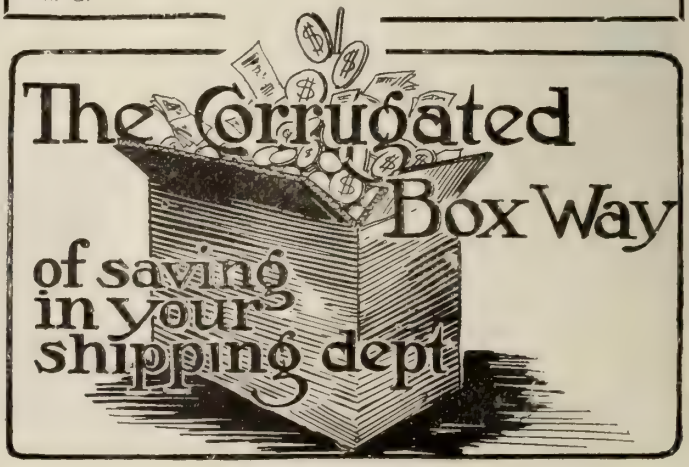
The Thompson & Norris Co. of Canada, Limited, Niagara Falls, Ontario.

Send full particulars.

Name .....

Address .....

C. G.



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Hold a Bottle In Your Hand

One top-notch retail salesman, we know, attracts the housewife's attention to Shirriff's True Vanilla by taking a bottle and holding it in his hand. Then, with his pencil, he points to the words:

Shirriff's True Vanilla

"Notice the words, *True Vanilla,* Madam," he says. He then goes on to explain to her their meaning, telling her that Shirriff's True Vanilla is the real extract of Mexican Vanilla beans, and not a chemical imitation. He asks her if she wouldn't like her cakes, puddings and sauces to have the real Vanilla flavor, which is far more delicious than any imitation flavor. He winds up by telling her how Shirriff's True Vanilla excels in strength and how many cakes one bottle will flavor. He rarely fails to make the sale.

Upon request we will send you a list of selling points that have proved successful in promoting the retail sale of Shirriff's True Vanilla.

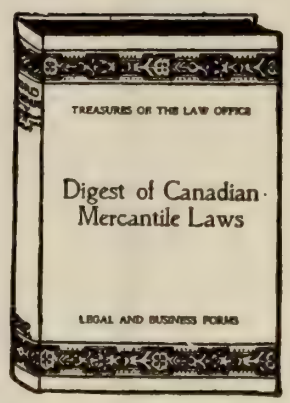
Imperial Extract Company, Toronto

CANADA

Every Business Man Should Have a Copy of This Book in His Library

"Digest of the Mercantile Laws of Canada"

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.
Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can Interest written "one per cent. per month" in a note be collected by "legal process?"—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say $100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of witness, makes a verbal agreement to buy a wagon, say for $53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a Mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.———." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque make **same payable at par,** Toronto. **Eastern Edition, Price, $2.00. Special Western Edition, $2.50.**
To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under The Land Titles System of Registration, an Appendix of 16 pages, containing a synopsis of the Land Titles Acts, has been added to our regular edition, thus constituting a special "Western Edition." Price, $2.50.

Eastern Edition, Price $2.00 **Special Western Edition, $2.50**

THE MACLEAN PUBLISHING CO., LTD.

Montreal **Toronto** **Winnipeg** **Vancouver**

BOOK DEPARTMENT

143-153 University Ave., **TORONTO**

THE NAME "FAIRBANK" MEANS SOAP SURETY

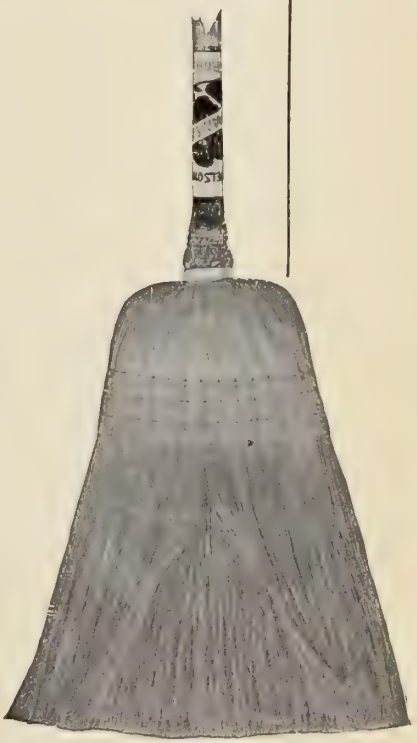
Women are usually hard to please, but GOLD DUST never fails to satisfy. Shining pots and pans make the housewife happy-hearted, and she returns to your store for more GOLD DUST. Pleased customers and extra profits go hand in hand.

RECOMMEND GOLD DUST—EVERY SALE MEANS ANOTHER.

"Let the Gold Dust Twins do your work."

The N. K. Fairbank Co., Limited
MONTREAL

Brooms will be used just as much, no matter what the price may jump to. *Broom Corn is scarce*



There will be no falling off in the amount of work done with the broom, they must be used, for nothing can take their place, but there will be more quality brooms used in place of the cheaper grades. Brooms are bound to go higher in price than they are now for the Broom Corn crop has been a failure.

Pansy Brooms

are quality-brooms and are having an increasing sale, which will grow as the broom price advances. This is a proven fact, not hearsay; it was proven the last time brooms went up in price from a similar cause. Advise your patrons to stock up with Pansy Brooms now while they are still much below the high-tide mark.

H. W. Nelson & Co., Limited
TORONTO

Protecting the Retailer

There exists to-day among many manufacturers a tendency to sell direct, by mail or otherwise, to the consumer and to overlook the retail channels of distribution that have served so well in the past.

We have no quarrel with those whose methods differ from ours, yet we notice with some concern that the contagion has spread to the milling business. Papers carrying advertising of Five Roses flour, wherein the buyer is referred to the retailer, likewise carry announcements of mill products direct to the consumer.

It has been the honest belief of this company, based on observation and a wide experience, that the logical channel of mill products on its way to the ultimate consumer should flow through the retail grocery. The jobber and the retailer are essential features in the selling scheme of this company; and we do not consider that a divergence from this policy can ultimately serve the best interest of miller, grocer or consumer.

Nor is it strictly fair that the man who has fought long and stubbornly to embed in the confidence of his customers the reputation of our brands, should be deprived in whatever degree of the fruits of his labor, when victory is assured.

Therefore, the Lake of the Woods Milling Company, considering the retailer as rendering a valuable service for which he is entitled to a fair profit, wishes to assure the trade that it will continue in the future, as in the past, to limit the sales of its products to strictly retail channels.

LAKE OF THE WOODS MILLING CO., LIMITED

Millers of FIVE ROSES FLOUR

MONTREAL

THIS IS THE 1,377th ISSUE OF

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, MAY 1, 1914. No. 18

Stock

FOREST & STREAM TOBACCO

display it on your counters and in your windows—feature it in your tobacco department—

"Forest & Stream" Tobacco

in the handy 10c tins

Will add a lot of profit that you are not making now.

HANDLED BY ALL THE WHOLESALE TRADE

"Well, I had no idea "FORCE" was so good."

That's what half the best business men in Canada are going to say this summer—as a result of our big advertising campaign. We are going to pull all old prejudices and ideas out by the roots—we're going to show the thinking people of Canada what a splendid food "FORCE" is.

New, vigorous advertising in Newspapers of largest circulation throughout Canada.

More push and energy all along the line. Our 1914 advertising is the biggest, brightest, snappiest we ever published. It's designed to show the remarkable food values of "FORCE" as it has never been shown before. It will appeal to thinking people, the folk with money to spend. Just a little co-operation on your part, Mr Grocer, that's all that's needed to make record sales on "FORCE" for your store.

"FORCE"
TOASTED WHEAT FLAKES

Made by The H-O Company, Hamilton, and Sold by good Grocers everywhere

TRADE-MARK

COCO FRUITINE

(Made in France)

For all cooking purposes where butter or lard is used, this is unequalled.

It is superior to Butter, Oil or Lard, owing to its extremely delicate taste and flavor.

It is particularly nourishing, being superior to any other similar product.

It is very easily digested and assimilated by the most sensitive stomachs.

In Tins of 1-lb., 2-lb., 11-lb., 25-lb. each. A good seller wherever introduced.

"Stower's" Lime Juice Cordial is the drink that appeals to the majority. It keeps the blood and digestive organs in excellent state, refreshes and invigorates.

Prepared from the freshly squeezed juice of the Lime Fruit with every impurity carefully removed. **It will not ferment and is sweetened with the best refined sugar.**

It is up to the grocer to supply a good thirst-quencher during the hot summer season and to get the fullest share of business and profits. "Stower's" Lime Juice Cordial should be made the leader.

Order Now.

As supplied To His Majesty The King.
As supplied To The British House of Commons.

Arthur P. Tippet & Co.
AGENTS
Montreal, Que.

—*the package*

that makes London famous for Soda Biscuits—that puts dollars into Canadian Dealers' Pockets

This package and all other Perrin's Dairy Cream packages contain sodas of a quality that is unsurpassed for richness and flavor. They make an ideal healthful food, crisp and delicious—always fresh. Put up as follows:

5c Parchmentine, 10c Red Label, 10c Cartons, 25c Cardboard, 30c and 35c tins, also in 5c, 10c and 25c Fancy Thin blue packages only. Order your stock now.

D. S. Perrin & Co. Limited

LONDON, ONTARIO

Catsup of Distinction

You can recommend E.D.S. Tomato Catsup with the same confidence as you do other E.D.S. Products.

There is a rich, **natural flavor** about this Catsup, due to the "pressing-out" process—a specialty of our own, that is making it a decided favorite. As in all our other Products, QUALITY is the predominating feature. It is made only from the best granulated sugar, choicest spices and whole, ripe, sound tomatoes — **absolutely no coloring or preservative enter into its production.**

You can sell E.D.S. Brand cheaper than imported Catsups because there is no duty to pay.

Start to-day and give E.D.S. Products a prominent display. It will pay you—**the profit is good.**

E. D. SMITH & SON
LIMITED

WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

BORDEN'S

keep old customers and make new ones

Right now is a good time to put them to the front—the picnic and camping season is commencing. The superior quality and convenience make them popular.

Look over the following lines, mark those which you have not in stock and order a supply from your wholesaler.

BORDEN'S EAGLE BRAND (original) and Reindeer Brand Condensed Milk are largely used for dishes calling for both milk and sugar. Also for infant feeding. Borden's Evaporated Milk, St. Charles Peerless and Jersey Brands are unsweetened. Is as good as the best milk or cream for any purpose. For many purposes it is much better.

Reindeer Coffee and Cocoa combined with milk and sugar make excellent drinks by the mere addition of boiling water.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch office: No. 2 Arcade Building Vancouver, B.C.

JAPAN TEAS

Furuya & Nishimura

RENNIES SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER

A store convenience — costs little — gives big service

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

ARCTIC

SILENT SALESMAN

A handsome store fixture —an economy

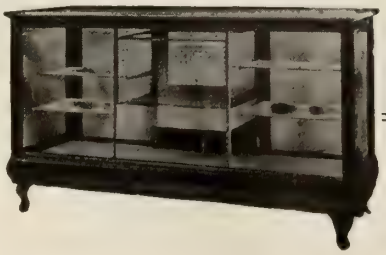
No other way of showing perishable groceries is as practical and economical as the Arctic way. One of our cases will add much to the appearance of your store and turn your goods into cash. Made in all sizes and styles.

Catalog on request.

John Hillock & Co., Limited

TORONTO, ONT.

Agents:—Quebec and Maritime Provinces: Wolf, Sayer & Heller, Montreal. Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask.



CIRCULAR STYLE

DRY DUSTING MOP

You can retail this style mop at 75c.

YOUR PROFIT IS 50%

On the Tarbox "no oil" Mop. It is chemically treated. It collects dust and holds it.

The Tarbox is a better mop at a lower price—a popular price which is 25 per cent. less than imported mops. It is easier to sell and yields you a larger profit. Sell the

TARBOX

DRY **NO OIL** DUSTLESS

Mops and Dusters

They satisfy every user. Every user will help you to sell more. That's a fact.

Stock the Tarbox Mops TO-DAY. Get the larger profit and sell for the lowest price.

Supplied through Jobbers

Write NOW for our proposition.

TARBOX BROS.

274 Dundas Street : TORONTO

Every Household and Travelling Trunk ought to contain a bottle of

ENO'S "FRUIT SALT"

A gentle, natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for more than forty years, and to-day stands unrivalled.

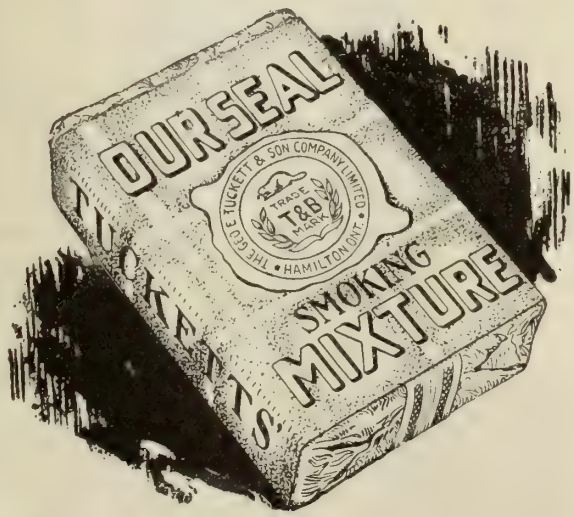
"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

Our Seal TUCKETT'S SMOKING Tobacco



A money-maker for your tobacco department

A case full of Tuckett's tobacco will more than justify the expenditure on stock and space taken, for a small tobacco department will produce a good profit and draw the men's trade. Any smoker will prefer to deal with a grocery store handling tobacco to one that doesn't. After all it's the man who earns the money and pays the bills. Stock "Our Seal" tobacco for the particular man.

Your Wholesaler has it.

TUCKETT LIMITED

Hamilton, Ont,

Bertrand

is the name to specify when ordering your supplies of

MACARONI

Three generations of the Bertrand family have directed the manufacture of this, the greatest of all Macaroni.

Only the choicest of TAGANROK (Russian) Wheat is used, simply because the semoule of the TAGANROK is the only adaptable quality.

There are imitations, so see that the name is on every package, and be sure to order

WELL AHEAD

Henri Jonas & Co.

MONTREAL

Sole Agents for Canada and the United States

ASK FOR

DAPHNE

BRAND

SEEDED RAISINS

Your Customers like them

PACKED BY

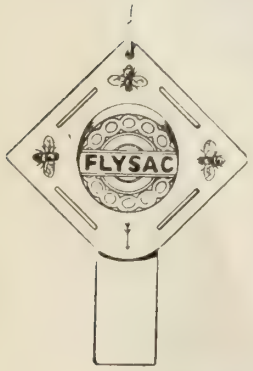
GUGGENHIME & CO.,
SAN FRANCISCO

AGENTS

ROSE & LAFLAMME, Limited
MONTREAL

Flysac Fly Catcher

A British-made article with all the ear-marks of quality.



A generous supply of ribbon. No leakage, because **hermetically sealed.**

70c. per box of 50 pieces.

The cheapest and best on the market.

Jobbers—Ask for Special Discounts.

Hodgson, Sumner & Co. LIMITED

MONTREAL

Agents for Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

We are also distributors of **Tenasitine,** manufactured by the same firm in England. This is the most effective adhesive line on the market to-day. Can be employed for mending china, glass, etc., etc.; in fact, will stick anything.

BLACK JACK

QUICK
CLEAN
HANDY

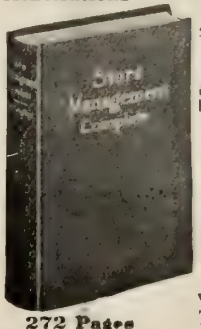
TRY IT

SOLD BY ALL JOBBERS

¾-lb. tins—
3 doz. in case

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., Maclean Publishing Co.
TORONTO

Delivering the dozen

When dealing with standard lines that are always in demand a little salesmanship will often sell 12 articles instead of one.

"Simcoe" Baked Beans

the standard for quality and deliciousness, find a regular place on the grocery order of every family who has ever tried them, and it costs you no more to deliver a dozen at a time than one.

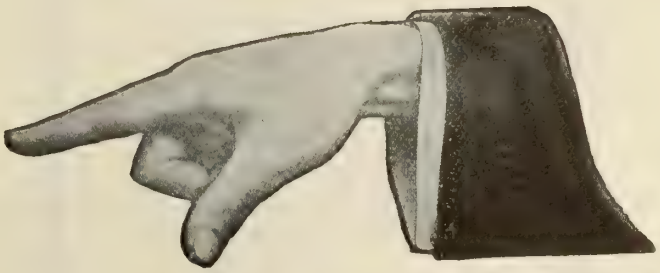
Get in on this simple means of moving stock more rapidly.

"Simcoe" Baked Beans

are wholesome and economical. One tin makes a meal for the average family.

Dominion Canners, Ltd.

Hamilton, Canada



Store of J. E. B. Wilkinson, Saskatoon, Sask.

More display space

Every dealer knows the value of good display of goods He knows too, that a mixture of boxes, baskets, etc., piled around is not pleasing and does not attract customers—it drives them away. Why not make your store inviting and make shopping and serving a pleasure by installing a **"WALKER BIN" SYSTEM?** It will save 25% of your floor space, improve your service, and increase your selling efficiency 100%. Think it over. We manufacture the best in show cases and refrigerator counters. Write for illustrated catalog and estimates.

WALKER PATENTED BINS

Walker Bin & Store Fixture Co.
LIMITED
BERLIN ONTARIO

REPRESENTATIVES
Manitoba: Watson & Truesdale, Winnipeg. Sask. and Alta.: North West Specialty Co., Saskatoon, Sask. Vancouver: Western Plate Glass Co., 318 Water St. Montreal: W. S. Silcock, 33 St. Nicholas St. Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

WALKER PATENTED BINS

COW BRAND BAKING SODA

COW BRAND BAKING SODA has been for years a "staple" with almost every grocer who carries high-class goods. Careful cooks insist on this famous, well-proven soda—Cow Brand. It puts the baking at its very best, gives full satisfaction to customer and dealer.

The demand is steadily growing. Are you supplying the demand?

Church & Dwight
LIMITED
Manufacturers
MONTREAL

The Best Proofs

of the PRE-EMINENCE of the

Continental Grocery Bags

are the bags themselves.

Manufactured for those who use the best.

Ask the man who uses them

The Continental Bag & Paper Company, Limited
Manufacturers OTTAWA

Branches, Montreal and Toronto.
Agencies throughout Canada.

Mr. W. E. Wigmore
(Special Representative now visiting Canada.)

PURE MALT VINEGAR

Fardons' Vinegar doesn't just "happen" to be better than other Vinegars—it is made better—infinite pains are taken in every detail of its production. In the selection of the grain, in the cleanliness and efficiency of the machinery, in the many stages of brewing, in every process right up to the final "racking" into casks, the greatest care is exercised—it is an article of proven quality that will secure and hold trade in face of the keenest competition.

Fardons' Vinegar is the vinegar which is brewed from Malt and Barley—and nothing else. Write now for samples and prices for Summer delivery to

FARDONS' VINEGAR CO., LIMITED

BIRMINGHAM, ENGLAND

Agents: F. L. Benedict & Co., Read Bldg., Montreal. Maclure & Langley, Ltd., 12 Front St. E., Toronto. Nicholson & Bain, Winnipeg.

Probably the best reason why you should sell

CHASE & SANBORN'S
High-Grade Coffees

is because your customers have learned to like and ask for them.

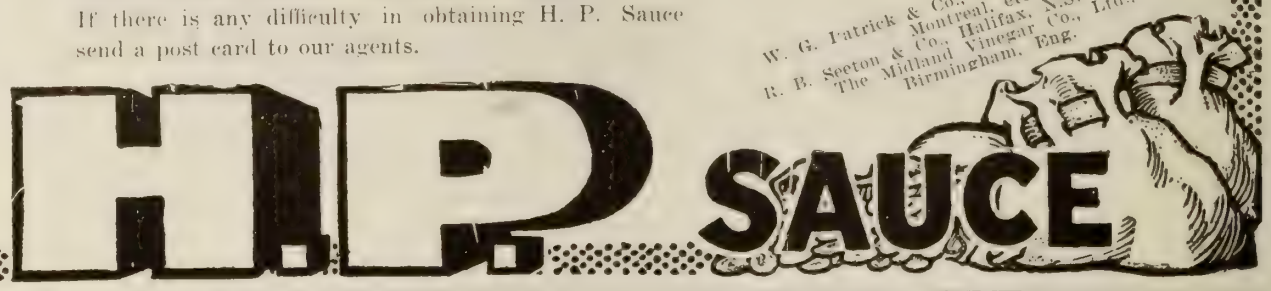
Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

Try a bottle of H.P. SAUCE on your own table

You will see why it's selling so freely—there's a "want-more" fascination about H.P. that is crowding the grocer's store all over the world, besides it shows a good profit.
If there is any difficulty in obtaining H. P. Sauce send a post card to our agents.

W. G. Patrick & Co., Limited, Toronto.
R. B. Seeton & Co., Montreal, etc.
The Midland Vinegar Co., Ltd., Birmingham, Eng.



John Duncan & Co.
Montreal

TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

TURKISH DELIGHT

We Want Buyers

To responsible houses who can take care of good territory, we will make a

Rattling Good Proposition

SULTANA BRAND is already famous, and in taking it up you are making no false move.

Oriental Produce Co., Montreal

Canned Vegetables and Fruits, 1913 Pack

Finest Quality Goods **Sanitary Cans**

To encourage and stimulate the packing of a higher and improved grade of Canadian packed Fruits and Vegetables, we have eliminated all secondary and questionable brands, and stock only high A1 standard grades sanitary pack, which are open to the trade under our guarantee of moderate prices commensurate with the high quality.

ORDER NOW. PRICES RIGHT.

Campbell Bros. & Wilson, Ltd.
WINNIPEG

Campbell, Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON & LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd.
REGINA

Wholesale Grocers and Importers

CLARK'S
TOMATO KETCHUP

In 12-oz. and 16-oz. Bottles. 2 Dozen in Case

You KNOW the name CLARK,
Mr. Grocer, and
WHAT IT STANDS FOR

Quality, Purity and Popularity

CLARK'S
TOMATO KETCHUP

CONTAINS ABSOLUTELY

No Coloring Matter or
Artificial Preservatives

It is prepared from only the choicest-grown Tomatoes, finest grade spices, and other ingredients, as specified on label

It is a high-class table delicacy, and you will find it a ready seller

Order From Your Jobber Now

W. CLARK, LIMITED
MONTREAL

Right Now

YOUR sales of canned goods should be increasing. The prices are the lowest they have been for years. Let us replenish your stock with **TARTAN BRAND**—the brand that has stood the test of years—it cannot be beat for quality and purity.

Introduce the **TARTAN BRAND** to your customers—they will appreciate your regard for their interests.

The majority of "quality" grocers from Hamilton to Vancouver handle the TARTAN BRAND. Are you one of them? It will pay you to get into line.

Book 1914 Canned Goods with us. We will protect you fully.

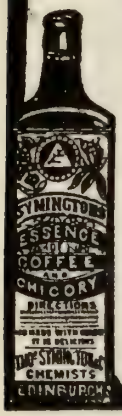
Tartan BRAND

THE SIGN OF PURITY

Groceries, Spices, Canned Goods, etc., etc., etc.

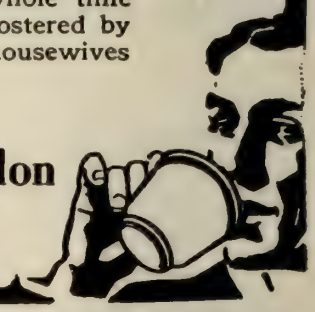
BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON, ONT.**

SYMINGTON'S COFFEE ESSENCE



is the standard of quality and excellence. There is no other Coffee Essence to equal it. Made by the most expert coffee-cooks who devote their whole time and attention to the manufacture of Coffee Essence. The demand—fostered by continuous up-to-date advertising—is constant, and discriminating housewives everywhere insist upon having the premier brand.

GET FULL PARTICULARS, SHOWCARDS AND PRICES TO-DAY.



Thos. Symington & Co., Edinburgh and London

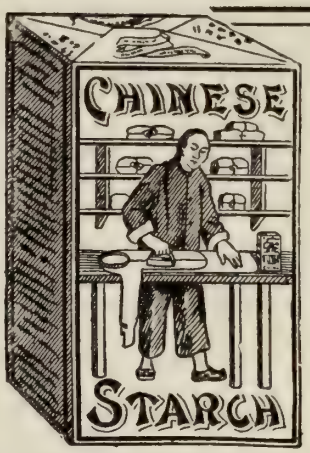
AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.

PURITY SALT

"The Salt That Satisfies"

It gives entire satisfaction throughout the year to all its users. It is rightly named because it consists exclusively of fine, dry, even crystals, refined and purified at a saltern of most up-to-the-minute equipment.
The salt for all household purposes—"Purity."

The WESTERN SALT CO., Limited
COURTRIGHT, ONTARIO



You can give

your customers a better quality at the regular price when you sell them

CHINESE STARCH

And they'll come back for more, for there is no other starch that will produce results equal to those obtained with Chinese Starch.
Show your next customer a package of Chinese Starch and explain to her that it is so made that the iron will not stick.
The pleasant, clean-smelling odor imparted by Chinese Starch is another reason why this is the most popular starch sold in Canada to-day.

Freight charges paid on all orders of 2 cases or more.

Ocean Mills, - Montreal

Finest Quality *Whittemore's Shoe Polishes* Largest Variety

Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"BULLY SHINE." A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contains oil and waxes to polish and preserve the leather. Also Russet Bully Shine for tan leathers. Large tin boxes. Boxes open with a key. **Retail 10c.**

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a key. Retails 10c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles. bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **"BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

"BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retails 25c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A. For sale by the Wholesale Grocers in all Ca nada.

The Quality Broom—Pansy

Any good housewife will tell you that quality in a broom counts tremendously in the daily routine of housework. No matter what price a quality broom is sold at it pays the housewife to use it. This is the reason that the Pansy Broom, even in the face of a heavy advance in price brought about by the failure of the crop of broom corn, is even more popular to-day than ever before.

It sells at any price

because when all brooms are dear the housewife will pay a little more and get the broom she knows will give her absolute satisfaction —the Pansy Broom. Just as many brooms will be used if they go higher than they are now, but it will be the better brooms that will sell more readily. Now is the time to stock up with Pansy Brooms before they take another jump in price.

Order to-day.

H. W. Nelson & Co., Limited

Established 1840

TORONTO

Sixty-Six Per Cent.

According to the latest statistics the retail prices of the principal articles of food advanced sixty-six per cent. in fourteen years. The price of

Shredded Wheat

in all that time has remained the same, and it is just as strengthening and nourishing as it was fourteen years ago a complete, perfect, whole wheat food. You can help your customers solve the problem of the high cost of living, by telling them about Shredded Wheat. Two Biscuits, with hot milk or cream and a little fruit, will supply all the nutriment needed for a half day's work at a cost of four or five cents.

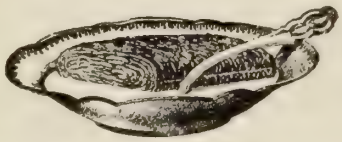
TRISCUIT is the Shredded Wheat Wafer — a crisp, tasty, whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases, which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

Made by

The Canadian Shredded Wheat Co. Limited

Niagara Falls, Ont.



Toronto Office: 49 Wellington St. East.

(55-A)

CENTURY SALT

Century salt put the cents in the profits

Century Salt is not combined with cheap ingredients, the housewife gets full value for her money. Pure Salt goes further and gives infinitely better results.

Century Salt is refined and purified to the last degree. The dealers who handle get the profits.

THE DOMINION SALT C° LIMITED
SARNIA, ONT.

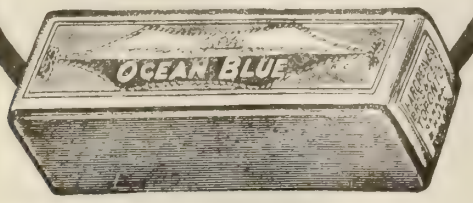
OCEAN BLUE secures the trade of the people who purchase with the utmost discrimination and intelligence.

After one trial they will always ask for

OCEAN BLUE

That is because nothing has been left undone to place OCEAN BLUE first in the front rank of quality.

HARGREAVES (CANADA,) LIMITED,
33. FRONT STREET. E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon Donkin, Creeden & Avery, 117 Arcade Buildings, Vancouver, B C



Consistent Smokers

will tell you—after giving Rose Quesnel and Master Mason Smoking Tobaccos a trial—that for a pleasing and satisfying smoke these tobaccos are unsurpassed. They have tried other brands and they know.

Only the finest blends of tobacco are used in the production — they are sweet, fragrant, pure.

Your tobacco department will be a greater success with the addition of these lines. Sales are easy to make, and the profit makes it worth while.

The Rock City Tobacco Co.

Quebec Winnipeg

St. Lawrence

Granulated
100 PER CENT. PURE CANE SUGAR

Put up in convenient sized white cotton bags:—
10 lb. Cotton Bags, 10-10s to the gunny.
20 lb. Cotton Bags, 5-20s " " "
25 lb. Cotton Bags, 4-25s " " "

Also our DOLLAR COTTON BAGS.

BUY

STARBRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

The Breault-Gill Line of
Prepared Mustard
Picalilli and Chow Chow

This is a line especially prepared for fine table use, and as such is fast growing an enviable reputation. Your smallest order will get prompt, careful attention.

Write for prices.

Breault, Gill & Co.

622 ST. PAUL ST. MONTREAL

Agents Wanted

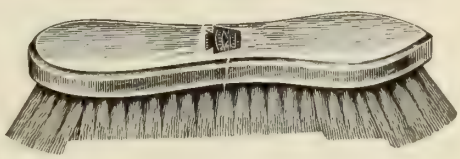
A little SNAP has
greater cleansing power than fifty rubs of soap

A tin of **Snap** will go a long way. It cannot be equalled for thorough cleaning of the hands. Easily removes ink, grease and grime of all kinds. Refreshes and soothes the skin. Much more economical than soap.

Always keep a good supply on hand and keep it where they can be seen.

SNAP COMPANY, Limited

MONTREAL



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company

Limited

Port Elgin, Ontario.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.
GEO. STANWAY & COMPANY
Toronto
Ontario representatives for
D. S. PARTHENOPULO
Patras, Currants
Importers of Texan Rices, White Beans, Lentils, Imported Canned Goods, etc.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

A want ad. in this paper will bring replies from all parts of Canada.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers.
51-53 Wellington St. W., Toronto

Agencies Wanted
I solicit representation of good Grocers' Druggists' and Confectioners' lines.
M. D. BEARD
15 Jarvis St. TORONTO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

ONTARIO.

COLLECTIONS!
Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.
COMMERCIAL COLLECTION CO.
77 Victoria St., Toronto, Ont.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wantiug live representatives.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers
and Importers
WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

WESTERN PROVINCES—Continued.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . Vancouver, B. C.

O'LOANE, KIELY & CO., LTD.
Wholesale Grocery Brokers and Commission Merchants. Canned Goods, Dried Fruits, Cereals and Grocers' Sundries. Buyers' and Sellers' Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun.
VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
CLAUDE BEAUCHAMP
223 Commissioners St., Montreal

ENJOYED BY ALL

WHO USE IT

MAPLEINE

has become an everyday flavor with many housewives and chefs.

ORDER FROM

FREDERICK E. ROBSON & CO.,
25 Front St. East
Toronto, Ont., Canada

OR

MASON & HICKEY
287 Stanley St.,
Winnipeg, Man., Canada

CRESCENT MFG. CO., Seattle, Wn.

OAKEY'S

The original and only Genuine Preparation for cleaning cutlery.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

BRAND

STUHR.

STUHR'S

CAVIARE

FILLETED ANCHOVIES

(In Brine).

ANCHOVY PASTE

(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

A Few Dollars More a Week

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make $5.00 a week more during their spare hours. They will each make additional salary every week this year, and longer should they wish.

If you would like us to show you, write to-day.

This is genuine.

THE MACLEAN PUB. CO.
143-9 University Ave., Toronto

The failure to stock some standard commodity may be the means of a merchant losing trade.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth
18 Powders for 25 cents
DIRECTIONS

are recognized everywhere as a specific remedy in all cases of headaches, and they can be recommended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try Mathieu's Nervine Powders yourself at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is recognized as a safe and effective cure.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

7-20-4 — **7-20-4**

ONE WHIFF

of the 7-20-4 Cigar will tell you why we claim that for fragrance and lasting goodness we have

The Ideal Smoke

The very choicest leaf only is used and then —we have arranged a tidy profit for you.

Put in a Stock — Agents Wanted

The SHERBROOKE CIGAR CO. LTD.
Sherbrooke, P.Q.

7-20-4 — **7-20-4**

VIG-NOL

Is a money-maker because repeat-orders are sure—it has so many features all its own.

Reduces Soap 50%.
Does away with rubbing.
No necessity for washboard.
Drives out every particle of dirt by steam concussion.

IN TABLETS. IN TABLETS.

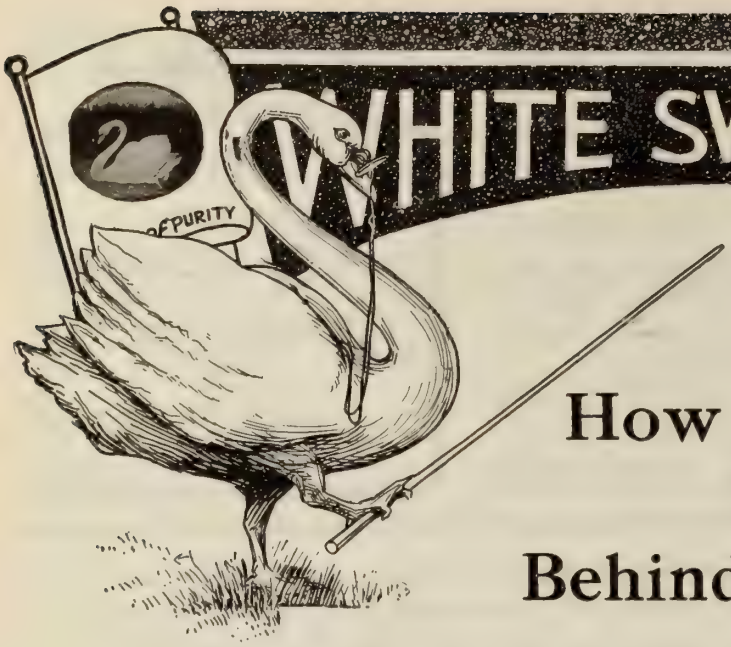
Get our special counter stand offer.

H. NAGLE & CO. P.O. Box 2024 **Montreal**

Jobbers, Write for Discounts.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper



No. 8

How Many Salesmen Have You Behind Your Counter?

Not order-takers, but men who *know* their own selling power, *know* the goods they are handling and can put real punch behind their arguments.

When one of your best customers comes in with her little list, how many of your clerks are satisfied to fill that order to the best of their ability? How many use their selling power and personal influence to increase that little list of goods to an order worth while and at the same time sell the customer only the things she really requires and avoid forcing goods on her that she will regret buying when she gets home?

When your clerks can do this they are shaping up into *real* salesmen, then they're worth hanging on to.

The other day a friend of ours went into a city store and asked for a well-known, widely advertised cereal. The salesman (or rather the clerk) simply raised his brows and said in a condescending tone "We have none in stock, Madam,"—no apologies for his inability to supply her requirement, no suggesting anything else. She walked right over to the opposition, where her request met with an apologetic "I'm sorry, Madam, we are right out of that line, but we will get it and send it 'round to you. We have another brand, though, which I can safely recommend as a line of very superior quality, in fact, many of our patrons prefer it." She took this substitute and the family have not yet discovered the difference. Incidentally this salesman, for he was a salesman, sold the lady a nice bill of goods, all of which she required or would require soon, but had not thought of buying that morning.

Upon inquiry we find that the former clerk is not getting within five dollars a week of what the latter is receiving in his pay envelope.

We do not advocate substitution, unless the occasion demands or warrants it. A salesman should always know his goods and be satisfied himself that the article substituted is as good or better than the goods asked for—quality and real value is the only safe basis for substitution.

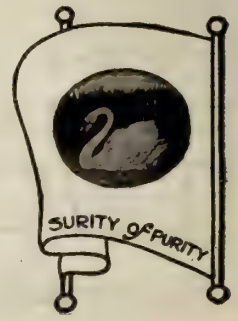
Ninety-seven per cent. of the customers who come into your store are open to a suggestion from you or your clerks, and will buy what you recommend. The other three per cent. want what they ask for and a good salesman can, if you handle the right kind of goods, sell them something else.

Get your clerks to study the real standing of your various lines—get them to learn the reason why White Swan Goods are labelled with the "Surity of Purity," why White Swan goods can be sold with the assurance that they will give satisfaction and bring repeat orders. Introduce White Swan goods when quality is desirable. They never disappoint.

Send for White Swan Catalog.

WHITE SWAN
CEREALS AND SPICES, LIMITED
TORONTO

Watch next week for "White Swan Logic" on "No Coffee Ever Grew in Mocha."



—*that delicious, nutty flavor* MEANS BUSINESS
—*those fresh, crisp flakes* MEAN MORE BUSINESS

Kellogg Toasted Corn Flakes have stood the storm of competition and risen above it with steadily increasing sales: Why? —there are two reasons—one is the unvarying quality of these delicious, nutty flakes and the other is the oven-to-consumer service which places on Canada's breakfast tables from salt water to salt water the same, fresh, crisp breakfast food every morning.

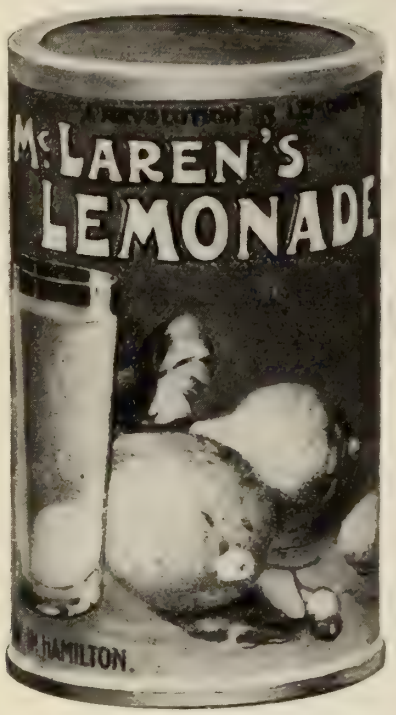
Every package contains an overflowing measure of customer satisfaction.

THAT'S WHY

Handle Kellogg's for quick profits.

The Battle Creek Toasted Corn Flake Co.
Limited
LONDON, ONTARIO

—as near like fresh-juice lemonade as two peas



Made from Real Fruit — Delicious, Refreshing—No Trouble to Prepare

This is the new line brought out in 1913 which made a name for itself in a few weeks. Unlike many lemonade preparations, it is made from pure fruit concentrated by a new scientific process, and when used with water, hot or cold, makes a most refreshing, delicious and healthful beverage. It has the natural lemon flavor which commends itself to the taste of every lemonade drinker.

A trial order will convince you that McLaren's is the real concentrated goodness of properly sweetened lemonade.

McLarens Limited, *Manufacturers*
HAMILTON, CANADA

The call to arms!

An army of salesmen consisting of nearly every progressive Grocer and Clerk in the Dominion read "Canadian Grocer," and are on the lookout to push just such a product as yours. Will they see your advertisement in this issue?

Get our rates without further delay---you are losing more than we by not advertising with us.

SELLERS OF TEA

CONTROL YOUR OWN TEA TRADE

PUSH STANDARD BLENDED TEAS

WE CAN SUPPLY YOU WITH
PERFECTLY BLENDED TEAS.
ALWAYS THE SAME

We do recommend
our 40 cent

4 Star

English Breakfast Tea

A rich, thick, juicy, flavory liquor.

Costs you 27 cents.

SEND US TRIAL ORDER.

EBY - BLAIN, LIMITED
TORONTO
Tea Blenders to the Trade.

The Tumbler Package

The tumbler is one of the newest and most popular of the glass containers. It is much cheaper in the original cost than either the bottle or jar, and the wide mouth reduces materially the cost of packing, and the goods are shown to the best advantage.

The consumer prefers it because, owing to the variety of sizes, just the required amount of goods may be purchased, and moreover, when emptied, it provides a serviceable drinking tumbler.

Anchor Caps are the only perfect Tumbler Caps. They are absolutely air and liquid-tight, and thereby insure all packages being delivered to the consumer in the same condition that they left the packer.

They may be removed and then put back on the container, giving an air and liquid-tight reseal.

Owing to the high quality of lacquer used they do away with the need of paper liners or paraffine.

Anchor Caps often pay for themselves by eliminating returns.

We seal all varieties of bottles and jars as well as tumblers, and no matter what package you are using it will pay you to see us before deciding on your cap.

Anchor Cap & Closure Corporation of Canada, Ltd.
Sudbury St. West, Foot Dovercourt Road
TORONTO, ONT.

A MESSAGE FROM HOLLAND

The Canadian market has long been clamoring for a better service from the producers of Dutch products which have become famous the world over.

You will be interested to note that you can now secure a full line of

Edam Cheese
Gouda Cheese
Condensed Milk
Holland Herrings
Superb Anchovies
Dutch Biscuits
Peas
Beans
Rice
Barley
Spices from Dutch Colonies

from

WOLFE & SERLUI

248 Notre Dame West - - MONTREAL

Agents Also Write About

Our Portuguese and Norwegian Sardines
Italian Olive Oil and Macaroni

In 1913 the Imports into Great Britain of Indian and Ceylon Tea were:

Indian, - 204,092,676 lbs.
Ceylon, - 111,316,069 "

The average price of the Indian tea for the year was over half a cent per pound more than the Ceylon.

Good evidence of the standing of Indian tea in that great tea-consuming country.

Red Rose Tea has always been largely composed of Indian tea, which is one of the reasons that it is accepted as a standard of value and quality by good judges of tea wherever Red Rose Tea is known.

T. H. Estabrooks Co., Limited
St. John, Montreal, Toronto, Winnipeg, Calgary

This Is The Tumbler

BANNER L&B BRAND

coupled with unsurpassable QUALITY, that is making such a "hit" from coast to coast. Many Grocers are boosting their sales of Banner Brand Preserves by making special displays of these attractively gotten up and useful tumblers. Why not take the hint? The profit is good.

Banner Brand is a **"mighty good jam and a mighty good seller."**

Order from your wholesaler.

BANNER L&B BRAND

Lindners Limited

WINNIPEG
306 Ross Ave.

TORONTO
340 Dufferin St.

REPRESENTATIVES:
Watt, Scott, Limited, Montreal; H. D. Marshall, Ottawa, Ont.; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver.

Candies
of distinction

Pascall's Candies have a world-wide reputation for distinctiveness of flavor, and unsurpassed purity and sweetness.

Wherever stocked a rapidly increasing popularity results.

Show a good range, and you'll be busy getting more to keep the profits rolling in. Many varieties of finest Boiled Sugar Goods, in ½ lb. air-tight screw-cap Jars, and in special 5-lb. Bottles.

Pascall's

LONDON, ENGLAND.

Representatives for Canada

Ruttan, Alderson & Lound, Limited, Fort Garry Court, Winnipeg; C. H. Cole, 122 Wellington St. West, Toronto; Angavine & McLauchlin, St. John, N. B.; Anglo-Canadian Agencies, 414 Duncan Building, Vancouver; R. G. Ash & Co., St. Johns, Newfoundland.

A Long Stride Ahead

You will be a long stride ahead of your competitors if you introduce these lines first in your locality. They are needed by your best customers as a saver of time, labor and expense in baking and cooking.

Gravy Soup Crystal

Chocolate Filler

Vanilla Filler

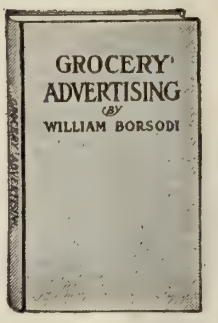
will open a way to more business. Manufactured and controlled in Canada by

MEADOW SWEET CHEESE MFG. CO., LTD.

Montreal

Grocery Advertising

BY WM. BORSODI



Price Postpaid $2.00

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

BOOK DEPARTMENT

The Maclean Publishing Co., Limited

143-153 University Avenue, Toronto

Here, again, is indisputable evidence of the Public appreciation accorded to

"SALADA"

The Sales for the week ending April 25, were:

201,159 Pounds.

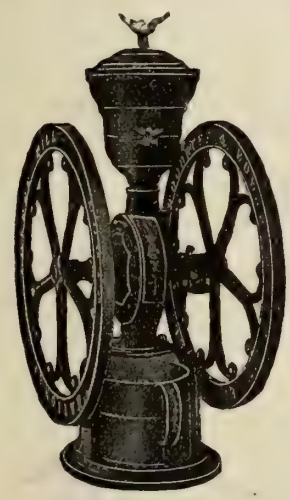
This constitutes a new Record in its history

and is undeniable proof that QUALITY-GIVING has its reward.

Your sales are covered by perpetual guarantee. All you have to do is to meet the increasing demand.

Toronto Montreal New York Buffalo Detroit Chicago Pittsburg Philadelphia

Out of nearly half a hundred sizes and styles of Elgin Coffee Mills



No. 40

No. 40

is one of the most popular

It meets the requirements of the average grocer in a way that is most satisfactory. The Elgin National Mill works like a charm—easy to operate, cuts keen and quickly. The first expense of installation is the only expense—no cost for electric current which is unnecessary in the general grocery business. It will pay you to write for our catalogue and prices.

See last issue of "Grocer" for Jobbers.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

You Are Losing

CUSTOM

No question about it unless you are the owner of an EUREKA REFRIGERATOR. Not only are you losing custom, but your profits are shrinking considerably through spoilage, due to heat and damp atmosphere. Just figure out your annual loss—the result will surprise you.

For over 28 years we have been *successfully* solving for Grocers, Butchers, etc., in all parts of the Dominion the same problem *you* are up against. Give us an opportunity to solve yours.

Let us show you how to make the EUREKA pay for itself. Send for catalog, or, better still, call and see us if possible.

Eureka Refrigerator Co.
Limited

31 Brock Ave. Toronto

The Food for Young and Old

NUTRITIOUS AND HEALTHFUL

Robinson's "Patent" Barley

is especially good for children up to the age of nine months. It is prepared from the finest fully matured barley.

Robinson's "Patent" Groats

a specially prepared food made from the best oats is a great favorite with the older folk and is for children over the age of nine months. These two foods are well known and used extensively by the better trade.

Stock up to-day on Robinson's "Patent" Barley and "Patent" Groats

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

Money In Your Pocket

You can convert your stock of Crown Brand Corn Syrup quickly into money. Housewives want it and will come to your store if they know you have it.

Crown Brand Corn Syrup

is the national syrup—sold from coast to coast. Its sales about double those of any other syrup. You can get your share of the profits from Crown Brand Sales.

Why Not Order To-Day?

The Canada Starch Co., Ltd.

Manufacturers of Edwardsburg Brands

Works: Cardinal and Brantford

CANADIAN GROCER

VOL. XXVIII MAY 1, 1914 No. 18

Carrying Groceries by Dog Train at Selkirk, Man.

How Department Store There Conducts Business Among Missionaries of the North — Variety of Goods Purchased for the Northern Clime—Rest Room for Women.

THE department store of Captain William Robinson at Selkirk, Man., a town which lies at the foot of Lake Winnipeg, has so many unusual characteristics, a visitor to the town is interested at once. To begin with, it is something unusual to have a department store in a town of this size. The good stores in the place could almost be counted on one hand. Its front is most unpretentious. It extends to about double the width of an ordinary store, though the size of the building, viewed from the river behind, impresses one, although it is of frame construction.

The departments consist of dry goods, men's furnishings, grocery, boots and shoes, hardware, flour and feed, furniture, lumber, wood and fish. Captain William Robinson is about as well known throughout the country as his relative "Jerry" Robinson, who conducts one of the largest department stores in Winnipeg. His name suggests the lake. He has his own fleet of vessels, and this is one of his great aids to business. He owns a large lumber industry, and has his own fishing fleet. His store in Selkirk is only one of his many interests, and he leaves it much in the hands of his manager. This is not his only store. He has two others, one at St. Louis, and another at Winnipeg Beach, though the one at Selkirk is the largest and the best known.

To appreciate this store, it must be remembered that Selkirk is only half an hour's ride from the great department stores of Winnipeg, who with their mail order systems, make serious inroads into business wherever His Majesty's mail finds access. Captain Robinson's custom is secured from the residents of Selkirk, from farmers in the district, from visitors during the summer, and most interesting of all from the missionaries and natives at Norway House and beyond. This means that the store in winter depends on the town and what business comes in by dog team from an area of fifty miles. The big business is done between April 30 and October 30, when navigation is open. It is interesting to know that business in a small town like Selkirk can be retained when Winnipeg is within such easy distance, and when big mail order houses are hungry for all they can get, even from the cold north.

What Northern People Eat.

After navigation closes, communication is made with these districts of the north by dog mail. The last mail comes in during April. By this mail there arrives a batch of orders, allowing plenty of time to get them up before navigation opens in June. Some of the largest orders come from missionaries in charge of Indian boarding schools at Norway House and further north. These are for groceries, floor and feed, and clothing, usually for four months' supplies, and their size depends on the size of school. Canadian Grocer's representative got a look at one of the grocery orders, and took a note of some of the items. The order was neatly typed, and stated in terms showing that the missionary knew exactly what he wanted. Following are some of the items: 5 sacks beans, (white or brown, whichever cheapest); 300 lbs. rice, in small sacks; 20 50-lb. cases lump sugar; 2 large chests good tea; 10 sacks rolled oats, double sacked (to prevent the sacks being broken in transit), 20 sacks corn meal; 200 lbs. family biscuits; 6 cases prunes; 3 bbls. dried apples; 200 ¼ sacks flour, and 100 ½ sacks flour; 1,000 lbs. fresh bacon; 3 50-lb. cases evaporated apples; 2 cases of eggs, and 1,000 paper bags. (The missionary may require these bags

(Continued on page 43.)

Encouraging Operation of More Sanitary Stores

Good Work of Winnipeg Food and Health Authorities—Making it Easy by Co-operation to Discourage Unsanitary Premises—Health of the Citizens Promoted.

WINNIPEG, Apr. 30.—(Special).—A dodger appeared on the streets of Winnipeg recently. It was addressed to the Wholesale and Retail Merchants dealing in Foods, and came from the city health department. It was not addressed to grocers in particular; it was meant for the candy store in the foreign quarter just as much as for the big wholesade houses. It was not an order—simply a pre-summer talk, in which the chief of the food and dairy division asks for the co-operation of merchants and employees in carrying out certain suggestions. The suggestions are contained in the accompanying panel.

A year ago, P. B. Tustin, chief of the food and dairy division sent a similar dodger to dealers in ice cream. It was noted that there were no prosecutions that year. It may have been due to the heavy fines of the year previous, and it may have resulted from the suggestions contained in the dodger. Mr. Tustin thought the same result might be obtained by circularizing the grocers and other merchants. So the above was sent around.

Convictions Gradually Declining.

Mr. Tustin takes pride in the fact that every year he has been in the city health department, there has been a reduction in the number of prosecutions, uncleanliness, etc. For several years the number of prosecutions has been halved, and at this rate in a short time there will be no prosecutions at all. In the year 1911, there were 79 convictions for unsanitary premises, whereas in 1912 there were only 42. The corresponding convictions for unsound food were 20 and 14; for exposing food to dirt, 40 and 10. Similar reductions are expected this year.

The attention taken by Mr. Tustin is one of a desire for co-operation with grocers. He believes that a dodger such as the one outlined above will do more good than a straight order. He does not want the grocers to think that he is bossing them around. He is not looking for prosecutions. He is trying to work with the grocer, and believes that, being taxpayers, they are as much entitled to his services as is the consumer.

The opinion held by Mr. Tustin is that the grocers are a good class of men, who desire to put out good stuff, and to give good value. He says it is the exception rather than the rule for him to get after the grocers. As a rule they will co-operate with the inspector, listen to his suggestions, and usually carry them out.

There was a time in Winnipeg when it was a common occurrence for a pedlar to be caught selling deteriorated dried fruits or rusty canned goods, that had not been properly stored or cared for. First he was prosecuted, and then the wholesaler. This is avoided now by an agreement between the chief of the food department and the wholesalers. Formerly there were certain wholesalers who would sell their junk to pedlars and hawkers, and would usually land in the small stores where the foreigners buy. Mr. Tustin took the matter up with the heads of the wholesale houses. He pointed out that these goods were sold below the market value, and remained on the shelves in the small stores, preventing the sale of better goods, which would undoubtedly take place if these inferior goods were not offered. Taken all around, he said, it was a bad proposition for the wholesaler. He advised them to set a place aside in the warehouse in which goods of a suspicious nature or damaged, might be stored until the arrival of the inspector. If the goods were found to be unsound he would give them a condemnation slip, allowing them to get a rebate on the goods from the factory if they had not been in stock too long. If fit for food they were told to go ahead and sell them.

Only Good Goods Sold.

The wholesalers fell in with this suggestion, which means that inferior goods are kept off the market, and the sale of the better article has increased. With such a system of food inspection, it is a good thing for the grocer to have qualified men to deal with. This was shown recently when J. A. McKercher, Winnipeg, was called upon to answer a charge of providing inferior goods to the Associated Charities. Public opinion was against Mr. McKercher, but the inspectors were not stampeded by public opinion. They knew the charges were without foundation, and stuck to their guns until a verdict was given in favor of the grocer.

Sanitation In the Factories.

Cleanliness is secured in factories where food is made by circulating the following notice:

We ask the assistance of all employees in seeing the following rules are observed:—

"Don't spit on the floor; it spreads disease.

"See the Food Products are protected from flies which carry filth and fever.

"See that lavatories are kept clean, and that wash basins and clean towels are provided.

"Keep the windows clean; daylight and fresh air promote good health. It is to your own interest as well as your employers' that Foodstuffs should be produced in a cleanly manner.

Suggestions For Sanitary Stores

1. See that your store front is bright and clean. A store front soiled by dogs and covered with dust and dirt is not an attractive place to display foodstuffs. Inspect your store front before opening up in the morning.

2. See that your delivery rig is a credit to your establishment. It is one of the best and cheapest advertisements you have. A bright, clean rig, clean horse and harness, and a clean-looking driver going round the City with your name on the rig will bring increased business.

3. Protect foodstuffs inside your store from dust and flies and promiscuous handling by means of glass cases or glass fronts and shelves. Your customers will appreciate your efforts to supply them with clean food.

4. Employees should observe great care in keeping their hands and clothing clean. A clean, courteous clerk gains rapid promotion, as he brings trade to your store.

5. The following sign in your store, "Cleanliness is our Motto, the whole of our premises are open to Public Inspection," creates confidence and brings trade.

6. The Food Inspector visits hundreds of stores monthly. You as a taxpayer are entitled to his services free. Do not mind asking his advice; he may be able to give you some good pointers. It will cost you nothing, and he will be pleased to discuss business improvements with you.

Selling Provisions in Spite of Competition

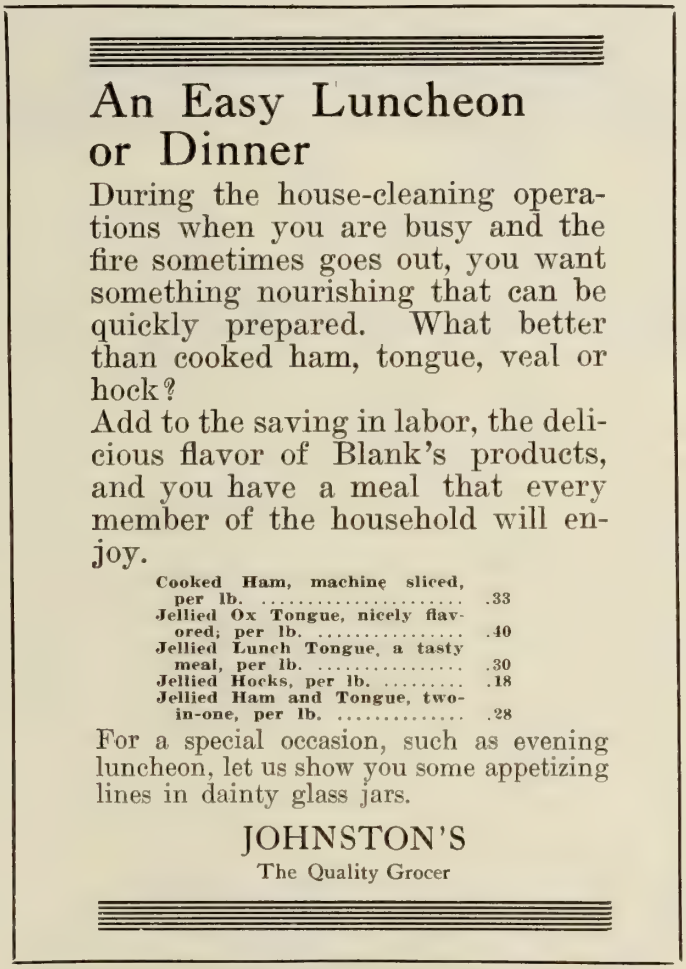
Grocers Located Between Butchers and Exclusive Provision Dealers Making Good Money From This Department—Fact That Grocer Has First Call on His Customers Emphasized—Little Required to Begin—New Equipment as Trade Grows.

Second of Series on Developing Provision Department

WHEN we find in one block, on one side of a business street, in a good residential section of a city, three grocery stores, the retail establishment of one of the big packing firms and three retail butchers, and when all three of the grocers are selling provisions, we get strong support for the point of this article — that the grocer is entitled to and can get the provision trade of his customers. The amount of the trade he gets and whether he extends it outside of his regular customers will of course depend upon the grocer, his experience in handling provisions, and the attention and expenditure given to the provision department; the point we wish to bring home is that the grocer whether he has a large or small establishment, is missing something if he does not at least handle cured and cooked meats.

With the modern tendency of keen competition in all lines of business, the grocer cannot afford to neglect one avenue which can be shown to bring him profitable returns. The modern butcher is stocking canned goods, vegetables, and many of the standard line of shelf goods; the modern grocer is practically forced to consider his provision department and to give it live attention. On this point there is hardly two opinions among the grocers. The extent to which the department can be developed will largely depend upon the attention which is given to it—and it must be careful attention—but in many cases it will be found that the installation of refrigerator show cases, a cutting machine and other modern equipment will prove profitable. However, in this article it is proposed to deal more with the department that the grocer should establish rather than with the possibilities of development.

The combination of retail stores dealing in provisions to which reference has been made is on College street, Toronto, and the reference is for the purpose of dealing with the question of competition. The argument of some grocers who do not sell provisions at all is that they cannot make a success of the department on account of the number of stores where provisions are a special or exclusive line. They could not make a greater mistake than this, a mistake which must be obvious if they will but give a little intelligent thought to the matter—and business of to-day requires intelligent thought and lots of it if it is to be successfully conducted. In no line of business is there a greater proportion of trade which comes primarily to the store than in the grocery business. Particularly in the summer time the average housekeeper will be seen oftener at the grocer's than at the butcher's; or to be more exact will usually turn more orders to the grocer by some means, whether through personal calls or orders given to the solicitor or over the telephone. For the grocer to fill the needs of these customers in the line of staple provisions usually requires but suggestion and suggestion when the customer comes to the store need be nothing more than a tasteful display. In fact to go further, modern business in the grocery store is demanding the provision department as a convenience to customers if for nothing else.


An Easy Luncheon or Dinner
During the house-cleaning operations when you are busy and the fire sometimes goes out, you want something nourishing that can be quickly prepared. What better than cooked ham, tongue, veal or hock?
Add to the saving in labor, the delicious flavor of Blank's products, and you have a meal that every member of the household will enjoy.
Cooked Ham, machine sliced, per lb. .33
Jellied Ox Tongue, nicely flavored; per lb. .40
Jellied Lunch Tongue, a tasty meal, per lb. .30
Jellied Hocks, per lb. .18
Jellied Ham and Tongue, two-in-one, per lb. .28
For a special occasion, such as evening luncheon, let us show you some appetizing lines in dainty glass jars.
JOHNSTON'S
The Quality Grocer

Suggestion for newspaper ad. that should bring good results now.

Some Specific Instances.

That the provision department is considered a necessary adjunct of the grocery business by the trade in general is the concensus of opinion to be gathered on a tour among the retailers; the extent to which the department should be developed is entirely another matter.

George Riley, whose store is better known as "Riley's," is one of the grocers located in the block on College street, Toronto, to which reference has been made. He has on one side of him the retail store of a big packing house and on the other a butcher is located. Competition could hardly be more keen than at this point and yet Mr. Riley has considered the possibilities of enlarging his department quite extensively. His opinion is that the provision department in the grocery store should either carry the staple cured meats which are easily handled, or that on the other hand the department should be made a big feature of the store. From the internal standpoint the difference which he emphasizes is between meeting the ordinary demands of the trade or of putting a man in charge of the department and making a special bid for business.

Where only the staple lines of provisions are carried—cured hams and bacon—a large number of stores are found where there is no elaborate equipment; in fact a neat counter is about all that is needed to start in a small way. In the store of Mr. Riley referred to and in Mead's grocery in the same block, as well as in Radcliffe's in the same district the equipment is not extensive.

(Continued on page 37.)

New Western Freight Rates Under Analysis

Benefit to the Provinces West of Manitoba — Retailers Should Reap Considerable Advantage — Reduction of About 7½ Per Cent.—Some Interesting Figures.

THAT the retail merchants of Alberta, Saskatchewan and British Columbia will be materially benefited by the decision of the Dominion Railway Commission in the Western rates case is evident after a study is made of the application of the new rate schedules, although in the general tendency towards unsettled prices, in the West at the present time, the proportion of benefit to the consumer and to the retailer may not be definitely defined. To the wholesaler there is little change, although there is evidently a direct saving to eastern houses of about one cent per hundred pounds on western orders, this being the reduction in the rate between the head of the Lakes and Winnipeg.

To summarize the order of the commission briefly it may be stated that the principal provision is to put the rates for Saskatchewan and Alberta on the same basis as Manitoba, and to make an even more substantial reduction on the proportionately higher rates in British Columbia. The lower Manitoba rates, officials say, were responsible for the whole inquiry inasmuch as the cities further west objected to any discrimination.

Dates Back to 1901.

The Manitoba rates were on the same basis as the other prairie provinces from the year 1882 until 1901; during the latter year the Canadian Northern sought Government aid in bond guarantees to take over the Northern Pacific and the price of this assistance was fixed in a rate agreement providing for a reduction of about 7½ per cent. in the province, and the C. P. R. of course adopted the same schedule.

With Alberta and Saskatchewan on a rate schedule showing a 7½ per cent. reduction, the benefit to the retailer is evident as the Winnipeg trade basis may be expected to hold so far as wholesale prices are concerned; the further west of the Manitoba boundary the greater the reduction.

The decision is evidently received with considerable satisfaction in the West. It is not all that had been asked for; western rates are still higher than eastern, and Manitoba gets no reduction, but the attitude generally seems to be that a half loaf is better than none and the example established of the way the Railway Commission may be expected to use its powers is significant.

Passive Disapproval.

The attitude of the railways may be taken as one of passive disapproval. An appeal might be made to Parliament but the Grand Trunk and Canadian Northern are not likely to do so in view of what they are already seeking at the Capital, while the C. P. R. would hardly take the initiative in view of its strong financial position, which the West claims it has been responsible for largely at its own expense.

Generally speaking, from the financial standpoint, however, the decision is affecting the standing of Canadian railway stocks, as might be expected. Not only is the reduction likely to prove a considerable factor in profits but there is the significant precedent established of the powers of the Railway Commission in regard to freight rates—powers which the members have shown an inclination to make use of.

Eastern wholesalers generally sell to the western trade on the Winnipeg market basis, so that on the rate west of the Manitoba capital there will be no benefit to them, but from the Lake terminals to Winnipeg there is a slight reduction,—1st, 2nd and 3rd classes 1 cent per cwt.; 6th class 2 cents per cwt.; 10th class 1 cent per cwt. This reduction should come to eastern houses. However, up to the present the new schedule has not created much interest among Ontario wholesalers, and it will be some time yet before the railroads will be in a position to announce the readjusted tariffs.

The new schedule bears no significance to the wheat transportation but the lower rates on coal should be of considerable benefit to manufacturers and other heavy consumers. There should be a benefit also to the household consumer, as coal being sold by the ton permits of price changes readily, whereas it is almost impossible to work out the proportionate benefit on small articles.

Manufacturers will be permitted commodity rates on goods shipped from their plants. The reductions will be granted on proper representations being made, with full information as to quantities to be shipped, etc.

Special distributing tariffs on a lower basis are authorized from recognized distributing centres, the reduction from the standard tariff of each territory being 15 per cent. of the prairie standard scale. The following first-class rate examples indicate the character of the reductions, the other classes being proportionately scaled:—The first-class rate from Winnipeg to Regina is reduced by 8 cents, to Swift Current by 9, Calgary 12, Revelstoke 15, Saskatoon 13, Edmonton 16, Lethbridge 10 cents per 100 pounds. From Regina the first-class rate is reduced: To Broadview by 3, to Swift Current 6. Medicine Hat 7, Colonsay 13, Saskatoon 6, and Wilkie 18 cents per 100 pounds. From Saskatoon the first-class rate is reduced: To Hardisty by 7, Wynyard 4, Davidson 4 cents per 100 pounds. From Calgary: To Regina 10, MacLeod 3, Edmonton 4, Lethbridge 3, Cardston 4, Fernie 8 cents per 100 pounds. From Edmonton: To Saskatoon 4, Camrose 6, Wetaskiwin 6, Calgary 4, High River 7, Lethbridge 9 cents per 100 pounds. Similar reductions are made from other prairie jobbing centres. From Vancouver to Ashcroft 14 cents, Kamloops 20, Revelstoke 26, Nelson 15, Calgary 7 cents per 100 pounds.

EXAMPLES OF NEW RATES FROM THE LAKE TERMINALS.

Classes—		1	2	3	4	5	6	10
Regina	Old	154	129	102	77	68	59	34
	New	146	122	98	73	65	56	33
Moose Jaw	Old	159	132	106	79	71	61	36
	New	153	128	102	77	69	60	35
Calgary and Edmonton	Old	224	186	149	112	102	90	52
	New	213	178	142	106	95	85	49
Saskatoon	Old	175	146	116	87	78	68	40
	New	164	137	110	82	74	64	37
Lethbridge	Old	215	179	142	107	96	85	49
	New	201	167	133	100	90	79	46
Nelson and Revelstoke	Old	303	253	202	158	140	133	73
	New	251	209	167	126	115	104	61

Rate reduction between head of lakes and Winnipeg should be deducted to give net western benefits to trade—1c per cwt. on classes 1, 2, 3 and 10, and 2c cwt on class 6.

A view of Calgary taken from the North hill.

Subjects and Speakers for Alberta Convention

Beginning May 5, Calgary Will be Mecca for Many Merchants—Government Legislation, Pure Food Laws, Early Closing, Taxation of Retailers, and Many Other Topics on the Slate—Growth of the Organization.

CALGARY, Alta, May 1—(Special). —As already announced, the Retail Merchants' Association convention of Alberta, will be held on May 5, 6 and 7.

To give an idea of the progress that has been made in establishing a branch of the Retail Merchants' Association in the Province of Alberta, it is only necessary merely to state that the branch was formed last August, and since that date there must have been some tall hustling done to bring the organization to its present size and influence. There are now in the Province of Alberta eighty branches of the Association, and they are represented in no less than 100 towns and cities.

The branch set out with a dozen objects in view, the achievement of which would help considerably to raise the standard of business in Alberta. Firstly, the association would protect the commercial interests of all retail merchants, and enlist the co-operation of manufacturers, producers, wholesalers and retailers in securing better trade conditions. Among other objects are the simplification of legislation for the collection of debts, the abolition of gift schemes, such as new forms of trading stamps, coupons, etc.; the reporting of delinquent customers through the credit reporting department, and the prevention of manufacturers or wholesalers from selling direct to retailers' customers. The Retail Manufacturers' Association is also endeavoring to enforce the Transient Traders' Act, to enforce and improve the peddlers' license system, and to make it a criminal offence to advertise goods different to what they are, or to stamp them with false marks. This body also aims to keep its members posted on any proposed legislation, Dominion or Provincial, that will affect their interests, encourages buying in the home town, and claims equality for all, and privileges for none.

The Provincial Officers.

At the first meeting of the new new branch held in Calgary last August, J. F. Glanville, a dry goods and clothing merchant, Calgary, was elected provincial president; Alfred Hinds, butcher, Calgary, was appointed provincial first vice; James Patterson, grocer, Calgary, second vice; R. Burns, Calgary, provincial secretary; and J. A. Bucknall, the provincial treasurer. Arrangements were made for holding the first annual convention. Early in April, an official call was sent to all members, and others, to attend the convention, calling attention to the fact that if each branch, of which there are 80, sent its quota of representatives, it would be possible to show such a gathering of retail merchants as has never been seen in the Province of Alberta.

All the other provinces have held their annual conventions, and it was left to Alberta to keep up the good example that had been set by her sister provinces in obtaining legislation, both Dominion and Provincial, and pushing forward the claims of the retail trade for more equitable consideration in regard to municipal by-laws and regulations. There is no doubt that Alberta has a commercial future so immense, it is hard to predict, and the members of the R.M.A., were given to understand that, although they were one of the youngest provinces, it was for them to keep right up to the mark in progress.

A few of the matters to be discussed at the convention are:—Establishment of a small debts court, transient traders and peddlers, abolition of weights and measures inspection fees, early closing legislation, co-operative stores, mail order house, wholesalers' selling direct to consumers, public markets, pure food law, and taxation of retail businesses.

Among the speakers and the subjects they are handling are:—Major Duncan Stuart, "The Small Debts Court and its Relation to the Farmer;" C. L. Carter (Canadian Credit Men's Association) on, "Credit—Its Use and Abuse;" R. J. Deachman, "The Local Newspaper and Retail Trade;" Norman H. Rankin (President Ad. Club) "Advertising;" Dr. Mahood (Medical Officer of Health) "Pure Food Law."

One of the most unusual and interesting features in connection with this convention will be an exhibition which is being given in the basement of the hall where the convention is held, by the manufacturers and wholesalers of Calgary, who are showing their products and giving interesting demonstrations. This exhibition will be open to the delegates on Monday and Tuesday, and on Wednesday will be thrown open to the public. The object of this exhibition is

SPECIAL REPRESENTATIVE THERE.

This convention will be covered by C. W. Byers, the Western Canada editor of this paper. Mr. Byers left Winnipeg recently on a trip through the West via Saskatoon and Edmonton to Calgary. All readers, Eastern as well as Western, interested in Association work should look forward to the complete report of the Alberta R. M. A. convention in the next two issues.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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TORONTO, MAY 1, 1914

THE DATING OF CANNED GOODS.

WHEN DOCTORS BEGIN to talk about dating canned goods, they are getting out of their element. Two physicians connected with the Toronto health department, some time ago announced that they had discovered an old can of something the contents of which were unfit for food. They immediately decided without further parley or without consulting practical men, that canned goods would have to be dated and immediately began an agitation to accomplish this.

At the time Canadian Grocer pointed out the folly of such a thing. This week a letter was received by the editor from Julius S. Edwards, Los Angeles, Cal., dealing with the subject and giving some enlightening information on the length of time canned goods will keep. The letter is reproduced herwith:—

"I noticed an item in the "Canning Trade" (this was taken from Canadian Grocer) that Doctors Hastings and Nasmith think that the year in which goods are packed should be stamped on the tin or blown in the glass. I cannot understand why an educated man like a doctor should advocate such a foolish idea, as any person with a common education knows that no action can take place on the goods in a can or glass jar as long as the air does not come in contact with the contents of the package; and goods that will keep one year will keep ten to twenty years or longer. Winnifred Harper Colley in Harper's Weekly, Apr. 11th says: 'The English scientists had opened canned meats known to be sixty-three years old, and found them absolutely wholesome and sound.' Now on the following I am willing to make an affidavit too, if any one wish it. In the year 1883 at Leavenworth, Kansas, I commenced putting away six cans each, peas, beans, corn, tomatoes, etc., and kept it up each year until 1899. They were frozen solid in the winter, and thawed out in the spring each year, which made the cans rusty on the outside. I got tired of seeing the rusty cans on the shelves, and I cut open some of them that were sixteen years old, and ate of the contents. They were as good as the day they were packed. There must have been 20 to 25 dozen assorted goods. I gave them to two of the men that worked for me, who took them home and used them, and they and their families are living yet as far as I know. Their names are Wm. Spaulding and C. H. Vance. To the above statement I can swear. I am known by several of your packers across the line. W. E. Blandford, secretary of Brown, Bogg Co., of Hamilton, Ont., is a friend of mine. If you can use the above to any advantage to knock such silly notions in the head, do so and if I can be of further service command me."

Mr. Edwards has certainly given some good evidence on the keeping qualities of canned goods. The trade can do much with these facts to refute the old idea of the ignorant that age interferes with the quality of these goods.

SHUTTING DOWN ON TICKET GRAFT.

MERCHANTS OF WINNIPEG have put their foot down on a long-existing evil. They are applying the brakes to the church and society ticket and programme game. They propose to be no longer held up by indiscriminate institutions and persons seeking advertising in church and lodge programmes, selling tickets or soliciting charity. When a solicitor of this kind calls upon a Winnipeg retailer he is promptly asked to produce his credentials from the headquarters of the Retail Merchants' Association of Winnipeg. When he goes to procure these credentials he is told that his project will be submitted to the censorship committee, and that if it is worthy it will receive support.

Hung up in many of the stores may be observed the following card:—

NOTICE.

Owing to the large number of Applications that are made upon us from time to time, all requests for Donations, or for the sale of Tickets, or contributions of any sort, or for Advertising in Programmes, etc., must first be approved by the EXECUTIVE BOARD of the "The Winnipeg Branch" of

THE RETAIL MERCHANTS' ASSOCIATION OF CANADA (Incorporated) of which we are members.

Even in the event of customers calling on a merchant with a hold-up proposition he is expected to stand firm, and he will have the moral support of the whole association.

At one of the Winnipeg churches the preacher complimented the Retail Merchants' Association on its stand

in connection with this matter. This was a form of "religious graft," he said, and he was glad to know that it was about to be stopped.

AN INTERESTING CASE IN HALIFAX.

R. C. SMALL, WHO SOME few months ago opened a business in Halifax, N.S., offering groceries at cut prices has been arrested, and is being tried this week on the charge of obtaining money under false pretences.

This man sent out a circular under the title "What is the Reason?" in which he intimated that goods had reached prices beyond reason when the labor-saving devices of the present day were taken into consideration. He also gave positive guarantee that his goods would be as represented, and claimed that his prices would mean a great saving to those who had hard-earned money to spend. The circular included a list of 13 items with prices quoted, for instance: 25 lbs. of the best granulated sugar were offered for $1; 2½ lb. tin of cream soda biscuits at 15c; 1 large bottle of vanilla, 20c; 8 bars of Sunlight soap, 25c; 2 tins of 2 in 1 shoe polish, 10c, etc.

One retail grocer purchased from him $14 worth of goods. This dealer in writing Canadian Grocer states that the man's method was to book orders and give a discount for cash, but so far as he was concerned he did not get the goods.

The man was caught by another retailer who got him on the phone, promised him a big order, made an appointment and took an officer with him. The two dealers decided to prosecute and up to the beginning of the week, Small had two hearings and was due to appear again in Court on the 28th. It is stated that some 20 merchants have had somewhat similar dealings with him and a number of private houses.

The result of the case had not been learned when Canadian Grocer went to press, but we expect to give it in next week's issue.

EDITORIAL NOTES.

MAY SHOULD SEE every grocery store looking spick and span for a busy season's trade.

• • •

AND NOW POTOTOES are going up! The cause is not, however, due to the trouble in Ireland, but to the bad roads in New Brunswick.

• • •

AN IMPORTANT MEETING of Alberta merchants begins in Calgary next Tuesday. Every merchant who can at all should be on hand.

• • •

RATHER THAN REMAIN before the footlights, Spring seems up to the present to be content with its bow and a rush back behind the scenes.

• • •

THERE IS MONEY IN cooked meats from now on throughout the summer. But like all other classes of trade it is bashful, and must be gone after.

• • •

DELIVERING GROCERIES by dog train in the north is a far cry from the modern motor truck of the town and city. Its romantic features will make it ever interesting.

• • •

SOME PEOPLE ARE NEVER happy unless they are meddling in things about which they know nothing. Witness those medical health officers who want canned goods dated.

Getting Even With the Dead Beat

LAWS THAT PROTECT the honest wage-earner are to be commended, but those that protect the dishonest man—the man who deliberately refuses to pay his just debts when he can—are a menace to the elevation of the national thrift. Last year British Columbia merchants lost a million dollars in bad debts, and if the facts were known, the merchants of every other province lost a proportionate amount.

But it appears that governments want to encourage the propogation of the dead-beat class. The only excuse offered is that the merchant has the matter in his own hands—he does not have to give credit. But the entire business fabric of the country is woven by means of credit, one honest man trusting others. Nations must pay and why not individuals? Men are given credit to make it more convenient for them. Merchants are met with hard-luck stories every day and they give credit to help the applicants out of a hole. But when a dishonest man—and this is the only class the proposed new legislation is intended to reach—induce by deceit to get credit from the merchant, then there is absolutely no excuse for protecting legislation.

Since, however, this class is protected and since our parliamentary representatives still cater to the vote of the working man, it is up to the retailer to use every means in his power to get his own. It is urged upon every dealer that from now on he sit tighter on credits and see that every customer meets his obligations before the account gets beyond his or her means.

A retail grocer, who has been a magistrate during his time and knows something about law and business matters, relates to Canadian Grocer a story of how he collected by note debts that were apparently absolutely hopeless. Here is one example:—A painter owed him $34. When he discovered that all chances were gone of getting the money or even a part of it, he determined to secure the man's note. He asked him if he could pay the bill in three months. The painter thought he could, and no difficulty was experienced in getting him to sign the note. "I told him," said the merchant, "that if he could not pay it all, pay $5 or $10 and I would renew it. I hoped he would adopt that suggestion but in reality did not expect any of the money. In the meantime I found he had secured a job painting a house in the town, of a man whom I knew. I went to the owner, told him I would allow him $10 of the $34 if he would take the note. He agreed, paid me $24 and when the house was painted, gave the "painter-dead-beat" back his $34 note. Of course the man objected, but it is a law that a man must accept his own note. So you see I collected $24 which I had given up for lost."

This grocer-magistrate told of another case that came under his observation. A merchant held a note for $60 against a man who wouldn't pay his debts. The latter had a horse for sale, and was negotiating with a third party for $100 for it. The holder of the note learned of this fact and got the prospective buyer to buy the note from him for $50 and to give it, if he decided to take the horse, in part payment. The sale was negotiated successfully and the note handed over. Of course the horse salesman offered strenous objections claiming that his son owned the horse, which a few moments before he had declared before witnesses was his own. But his signature was on the note and he simply had to accept it.

Lack of Persistency Found in Many Employees

Evidence That Indicates How Ready Many Are to Jump at Offers Which Lead Them Into Inferior Work—An Apprentice System Suggested—Profitable Educational Work.

*By Henry Johnson, Jr.

THERE is need for an apprentice system of some sort in this country.

There is a crying need for some system, whereby young people can be kept at one thing until they know something about it.

There is too much tendency for the young man or young woman to take a job to-day and quit it to-morrow for an extra dollar or so per week.

And, on our side, there is too much wasted effort and loss of return for time and labor expended and losses sustained through green help, because we hardly get well started with so many of them before they quit, and we have to start all over again.

Education—What Is It?

Every day we hear talk of the value of education; but the trouble is that most of it refers to the very limited education of the schools. There is a wrong conception of the nature and value of true education. Elbert Hubbard properly states that the primary requirement of all education is that the educatee be taught to make his own living. Surely, then, a system of education under which the student can earn his keep while learning is nearly ideal—and that is what we offer the young man or woman who comes to us as a beginner.

How can we manage to instil into the minds of those young people the value not merely of the five or six dollars we pay them per week, but the much greater value of the expert instruction which we give them?

Any of those young folks will go to school for years, having their way paid, or working their own way, and think they are getting value received. How can we get them to look at what we give them, aside from their pay, as fully as valuable as the pay—to put it mildly?

How They Come And What They Want.

They come to us with no real knowledge of the work-a-day world, with unformed handwriting of such slovenly character that their entries are almost undecipherable; without any idea of the difference between yellow, medium and brown sugar (or, as we have it, Nos. 1, 2 and 3 sugar); without the ability to answer the simplest questions intelligently; with only the crudest bases of arithmetic imperfectly digested.

In a very few weeks, if they stay that long on the job they are able to state a great many things clearly and accurately; can make many simple computations rapidly and accurately; and can answer the 'phone so the listener can get some information from their replies.

I contend that this education alone is worth so much that they would be well repaid for their time and work if they got no wages at all. Yet just about that time they begin to ask for more pay, or get impatient over the "slowness" of their progress.

The Boy and the Billiards.

A few weeks ago one came for a job. I hardly needed him, but agreed to put him to work for $6 per week, and told him that if he would stick for only a few months he would probably have the opportunity to move upward into a place where he could get $10 to $12 a week, and that this would be increased as he manifested ability to shoulder some responsibility. He expressed himself as well pleased with the opportunity—"all he wanted was a chance to work up!" Which you will recognize as the usual formulum. Well, he stayed about ten days, during which time he did show that he was not afraid of work, and that he had ability which might get him anywhere he wanted to go—provided he took sufficient time to perfect himself. But at the end of 10 days he gave notice that he was about to quit to take a position setting up balls in a billiard hall—wages, $15 per week! Of course, his parents were not without fault here; but picture to yourself where he is apt to land in ten years.

A bright young woman came and began, willingly and gladly, on $4. At the end of the first week she had shown ability and willingness to learn and to try and I paid her $4.50, indicating that next week she would get $5 and then upwards. She went on and did quite well, though she needed (and also got freely) some hints and advice as to her conduct, which would be valuable to her not only as a worker but as a woman, anywhere. She was given $1 per week advance until she was getting $6. Then she was given the opportunity to make from $2 to $3, easily, additional in commissions, being advanced permanently from the order room and stock fixing (except in salesroom departments) to the position of saleswoman. At the end of that week she quit—no, she quit with one day's notice, on Tuesday evening. And for what? To go behind the cigar counter in a hotel! There she would work—and does work—three or more hours longer every day, and her total extra compensation is her meals!

Think of her chances, a young, rather attractive girl, in that position compared with where she was, in a fine store where the moral atmosphere is as wholesome as a seminary! I am glad to say, her parents almost immediately saw their mistake and asked for her reinstatement with us; but I am sorry to report that we had filled the place, so we could not take her back.

The Reward of Patience.

Only occasionally does the thing work out our way. Another young woman, of very pleasing personality, engaging manners and exceedingly quiet, serious disposition came to us. She was very willing and did well — up to a certain point. But it was found that she simply could not figure. Try as she would, it was impossible to trust her to add even a short column. She knew the goods and prices and could sell things. She was splendid in so many ways that we were very reluctant to part with her. So, trying to help her as well as ourselves, we devised a scheme whereby she might write out her sales and have the figures reviewed by our cashier. She balked at this—felt the humilitation—and quit. But she came back after a time—in fact, she took the place vacated by the one last mentioned—and submitted to the plan we had suggested. Having got used to the idea, it does not humiliate her at all—she sees the point now. Now she will go on with her $7 per week, perfecting herself in selling, both personally and by phone, learning all about the business, gradually becoming more valuable in every way—and being paid enough to keep her in comfort while doing all this.

In what school could she get such education and have things planned out to help her along her way to better things as she will get and is getting where she is working to-day?

If we might only get young people to allow us to do the best for them through that best of all methods, helping them to help themselves, how much more profitable and wholesome might be the relation of employer and employee!

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

Dominion-Wide Campaign of R.M.A.

Dominion Board Organize for Big Effort to Unite Retail Merchants of All Provinces—Inter-Provincial Judgment to be Considered — May Hold Coast to Coast Excursion — Other Important Resolutions.

Toronto, April 30. — (Special.) — A special meeting of the Dominion Board of the Retail Merchants' Association of Canada was held in the head office of the association, 21 Richmond Street West, Toronto, on Tuesday and Wednesday, April 28th and 29th, 1914.

The morning session opened at 11 o'clock, President B. W. Ziemann, of Preston, presiding. An address of welcome was delivered by J. C. VanCamp, president of the Toronto branch, who welcomed the delegates to Toronto.

The Dominion Board meeting is a delegate body, with representatives from all the organized provinces. The principal business of the meeting was to prepare plans for an extended campaign, so as to take in all the other provinces who are not yet organized under the Dominion Board. The desire of the members of the board is to have every province united, so that a uniform expression of opinion can be secured from the retail merchants of all the various provinces of Canada.

The names of those present were:— B. W. Ziemann, Preston, Ont.; A. M. Patterson, Brockville, Ont.; G. A. Maybee, Moose Jaw, Sask.; J. G. Watson, Montreal, Que.; J. A. Beaudry, Montreal, Que.; J. D. O. Picard, Quebec, Que.; O. T. Piche, Drummondville, Que.; J. A. Bucknall, Calgary, Alta.; E. M. Trowern, Toronto, Ont.; A. Weseloh, Berlin, Ont.; R. D. Cameron, Lucknow, Ont.; J. C. VanCamp, Toronto, Ont.; E. C. Matthews, Toronto, Ont.; F. C. Higgins, Toronto, Ont.

Some of the Resolutions.

Among various resolutions the following were considered by the board:—

"That the convention consider the advisability of securing inter-provincial judgment that will be operative in every province, so as to facilitate the collection of small debts."

* * *

"That this board consider the advisability of having the words 'or voting contest' added to the criminal code for the prevention of 'trading stamps' after the words 'premium ticket.'"

* * *

"That this convention consider the advisability of inaugurating a retail merchants' excursion, starting at Halifax and going through Canada to the Pacific Coast, some time during the coming summer."

"That whereas farmers' co-operative movements are being advocated by Provincial Governments, and they are gradually being put into operation, that this meeting take some steps to form a policy to deal with the same."

* * *

"That this convention formulate some policy to protect our members against account collecting companies and persons who are promoting credit rating companies, and which are not based on fair business principles."

* * *

"The Provincial Board of Saskatchewan desires this convention to consider if it would not assist our association work to extend the time for the holding of provincial conventions from the present date to not later than June 1st."

Letters to the Editor

ACCURATE WEIGHING.

Editor Canadian Grocer. — Enclosed please find my cheque for my subscription for the Canadian Grocer for 1914. I certainly take great pleasure in reading every number when it arrives, even if I have been an ex-grocer for the last eight years. Having served 47 years in the grocery and general business, I cannot seem to let my feelings for the work drop out entirely.

One little incident which came to my attention when making a purchase at a combined grocery and meat store, I thought ought to be shown up for the benefit of the readers of Canadian Grocer anyway.

I asked for one pound of Hamburg steak. I noticed the clerk hunt around for pieces which would save cutting good steak (although I paid the price for the best as advertised on the card in the window), after gathering enough to make the pound he placed it on the scale and then put it in the meat cutter. After squeezing it through and wrapping up I discovered on arrival at home I had barely 13 ounces, paper and all, which I weighed on my letter scale, while that store uses a computing scale. The mistake on the clerk's part was through his neglect to make sure that it weighed the pound after as well as before.

At the same store I asked by phone what weight of sugar for the dollar and was told 20 pounds, but on receiving it at home it barely balanced the scale at 18. Now, Mr. Editor, I want to ask you, would you blame any customer for leaving that store? Many a grocer is wondering why his trade is not increasing, and at the same time not aware of the carelessness of his clerk. Several other transactions at the same place, which I will not take up time and space to mention, prevented me from bringing it to the proprietor's notice, which I think was the proper move to take in such cases.

Another habit adopted by many clerks is to throw the article on the scale making the hand move up to the line marked "pound" and snatching it off before it gets time to set.

While mentioning the above I must not forget the hardware merchant who I saw exchange one board nail for two lath nails to make his scale balance. How few grocers weigh as close as that.

Mr. Editor, another item which has come to my notice several times is the bread and baking business. The carelessness with which some boys deliver the goods from their wagons is disgraceful. In many cases their hands look as if soap and water had been absent for days. I have seen them patting their horses and feeding them fruit and the next minute handling my bread in their dirty hands. I ask you where can be found a surer way to spread distempers and disease.

I am pleased to see the merchants joining their forces to co-operate in discussion at their meetings. This shows the right spirit and cannot but result in a benefit to the trade in general.

Thanking you for the space and time I remain,

EX GROCER.

BUSINESS WANTED

WANTED TO HEAR FROM OWNER OF good grocery or merchandise store for sale. D. F. Bush, Minneapolis, Minn.

"WANTED BY A LARGE TORONTO HOUSE, an experienced Wholesale Grocery Traveller with good connection in Niagara Section. State references. Box 47, Canadian Grocer."

THE CLERKS' DEPARTMENT

CANNED AND DRIED VEGETABLE SALES INCREASED.

By R. C. Robson, with McLean & Hutchins, Battleford, Sask.

Twelve months ago I noticed that the quantities of canned and dried vegetables were not being generally used by the public to such an extent as their convenience and food value warranted. I, therefore, concentrated my attention on the increasing of sales of peas, making what I considered an effective counter display of tins of peas, peas in bottles, and a large sample of dried peas. In the centre I placed a glass sealer of the dried peas, which I had soaked overnight in cold water with a little soda. These keep quite fresh looking for three or four days if the water is changed daily. There was an effective little ticket hanging round the bottleneck telling the price per pound.

By introducing them to customers when taking their orders, and explaining briefly their nutritive value as a food, I was able in a week to quadruple sales which with a little attention continued to increase, until the new season's peas were ready for the market.

Other cereals and vegetables were introduced with slight variations, with equal success thereby netting a proportionately higher profit, and at the same time giving the greatest satisfaction to many customers, by introducing a useful and inexpensive dish, when fresh vegetables were both scarce and dear.

* * *

SALESMANSHIP DOUBLES FLOUR TURNOVER.

By Reginald Somersett, Toronto.

I have just had the pleasure of making a special sale of Blank flour. I have always found the best thing for a salesman is to secure confidence in the article that he is handling and then get right down to business.

I emphasize the following points, first that Blank flour is about 15 per cent. higher grade flour than the average Dominion product, the manufacturers securing by a great many special processes the very highest grade of wheat, thus obtaining an absolute unbleached flour, and therefore containing no chemicals in its preparation.

The thirsty nature of the flour insures more economy than other brands by absorbing more water, therefore giving a greater yield for pastry, bread or rolls; also stating that we have such confidence in the flour that we will guarantee satisfaction or money refunded. By using the above arguments I have had the pleasure of more than doubling the turnover of the above.

* * *

THE MAKING OF BETTER CLERKS.

A reader of Canadian Grocer in Moosomin, Sask., sends the following with the request that it be published on the Clerk's Page:

A WORD TO THE BOSS.

It would pay every employer and every manager to take this word of friendly counsel to heart.

If you want to improve your staff don't get on their nerves—get at their brains.

The nagging boss never cures the lagging assistant.

A policy of pin-pricks punctures the soundest enthusiasm in time.

You can no more henpeck a staff into doing their best than you can spank a howling child into a smiling good temper.

If you're always down on a man, it's all up with his chance of doing well.

It's the irritable master that makes the sullen servant.

The more snappish you are, the less "snap" will there be on the part of your men.

It doesn't pay you to have a dissatisfied staff. You won't grind dividends out of discontent.

A grumpy staff means an empty shop.

Scowling faces frighten away customers.

The successful grocer is the one who stocks bright smiles as well as bright ribbons.

Don't be annoyed if your men don't always share your opinions on business matters. You can't expect every one you employ to see the world through your eyes. You must make allowance for the personal point of view.

You're a fool to make your men mere imitations, mere parrot echoes of yourself.

Let them develop their own ideas. Make them men, not machines.

If you don't make the best of your men, you'll never get the better of your rivals.

If you want a man to use his head, don't treat him merely as a "hand."

A blunt employer is apt to say some very sharp things. That's all very well on occasion; but don't be everlastingly sneering at the stupidity of your staff.

A friendly pat on the back sometimes lightens a man's task more than a heavier pay envelope does.

Little kindnesses do more than big money to insure a loyal staff.

Better have a loyal staff of men who make mistakes sometimes than of clever, discontented workers who simply loathe you, and don't care a tinker's curse whether the business goes down or not.

Don't you think so?

* * *

TELEPHONE CORDIALITY.

Smith & Co., grocery department.

"This is Mrs. Jones, 54 Bellevue street."

"Good morning, Mrs. Jones."

That's the way to answer your phone call and the way to answer your customer before any business is transacted. It beats all how comparatively few salespeople understand how to handle a phone call to get the best out of it. Gruffness, abruptness, shouting, fast talking, should be always guarded against.

* * *

OBSERVATIONS OF THE CUB REPORTER.

Don't use the floor as a waste paper basket.

* * *

To learn more is to work more and earn more.

* * *

When you talk more than you work, failure is ahead.

* * *

You can only get the customer's attention by giving her yours.

* * *

You will notice that the clock-watcher is usually late to work as well as the first to go.

* * *

"Anything else?" in taking a customer's order is better than "nothing else?" But "what else, please?" is still better.

Winnipeg Grocers and Travelers Dine

The Annual Curling Festivities Attract Some 400 Banqueters—A Jolly Good Time the Result —The Committee in Charge.

WINNIPEG, April 30—(Special). — The twenty-first annual curling banquet of grocers and travelers was held on Wednesday evening, April 22, at Manitoba Hall. The arrangements were perfect, the eatables and refreshments were of the highest possible quality, and the music and talent of a high order. The committee in charge certainly deserve great credit for the able manner in which they handled the whole affair. The large banquet hall was filled to capacity, there being in the neighborhood of 400 present. J. A. McKercher, grocer, who has been a member of the Winnipeg School Board for the last 16 years, and who has acted as chairman for the grocers for many years, was again in the chair, and was ably assisted by A. R. Christie, another one of Winnipeg's pioneer grocers.

The speakers for the evening were: T. J. Jobin of the Jobin Marrin Co., wholesale grocers, who again amused the crowd with his "third bass" voice and funny sayings. He spoke on the wholesale trade and its "regrets," and intermingled enough fun, to almost convulse his hearers. J. W. Hillhouse, of the Crescent Creamery Co., gave the banqueters a most enjoyable ten minutes. He spoke on business in general and good fellowship in particular. In the absence of the Mayor, J. H. Dickie, of the Codville Co. responded to the toast, "Our City." Mr. Dickie is one of Winnipeg's old timers and handled his subject well, comparing the past to the present and recalling the old days and old ways of the old-time grocer and traveler.

J. H. Duke, of the Canadian Shredded Wheat Co., who tendered the banquet, gave a concise and interesting talk on pure foods. "Natural people," he said, "are healthy people, and healthy people make a healthy nation." He extended a cordial invitation to be sure and visit their plant at Niagara Falls, should the opportunity ever present itself.

J. W. Sutherland, of the Crescentwood Grocery, favored the audience with a special request song. He is sure "some singer."

The presentation of the cup and lockets, to the winning rink was made by D. D. Stewart, of the Dingle & Stewart Co., and A. H. Brown, of Richards & Brown. Both made exceptionally genial speeches and were well encored. Adam Mitchell and J. K. Murphy responded to the toast. "The Ladies." Mr. Mitchell only spoke for the ones he knew and liked. Mr. Murphy likes them all, and elaborated on them from the cradle to the grave.

M. O'Connor proposed a toast to the chairman and vice-chairman. This was accepted with much enthusiasm.

A. R. Christie proposed a silent toast in memory of the late D. W. McLean, who was for years an active member of the organization, and whose absence was much regretted by all present. The banquet broke up about 12.30.

The committee in charge consisted of: —J. A. Campbell, chairman; A. C. Clark, secretary; J. O'Hare, treasurer; and C. E. Christie, J. H. Duke, C. R. Gibson, J. Congalton, R. L. Waugh, N. Laurie, Geo. D. Sinclair, C. Macken, J. H. Treleaven, M. O'Connor, C. E. Redmond, S. Penwarden, and last but not least, Walter Edwin Simpson.

BRANDON MERCHANTS MEAN BUSINESS.

Brandon, Man., April 29.—(Special.)—The regular monthly meeting of the Brandon Retail Merchants' Association took place last week, President Price in the chair. That the merchants of this city made no mistake when they determined to organize for commercial benefit is becoming more and more a fixed assurance. Brandon, in some quarters, is touted as slow, conservative and self-contained, and there may be some degree of truth in the assertion.

But when once the brains and brawn of this same city absorb a good thing, and let it soak down, the march of progress is in keeping with the basic foundation, they grow—and grow good.

The Dominion Retail Merchants' Association has an organizer in this province at the present time, and wants to take Brandon into the fold as a going concern, and the proposition was considered at the Monday night meeting. The question of arranging for a luncheon and an address from the organizer, when he returns in the near future, is proposed.

Communications from the Manitoba and Saskatchewan branches of the Dominion Association were read and discussed. Much interest was evinced in the information disclosed by the reading of this correspondence. Winnipeg has now over 300 members. The Province of Saskatchewan have over 75 branches, with a total of 1,600 members, and two organizers in the field adding to the numbers daily.

Several local matters were threshed out. Among them the question of the annual summer half-holiday, the desirability of an association picnic, possibilities re small debtors' court, confirmed debtor evil, and the evils of the indiscriminate subscription nuisance.

After much discussion, the meeting decided in favor of Thursday, June the 30th, to the last Thursday in August, as a desirable term for the summer half-holiday, excepting the Thursday in Fair Week, and that the secretary submit a petition to all members for their indorsation of this day and dates, for the purpose of asking the city council to pass a by-law to that effect.

That the long-suffering merchant of Brandon has for years been exploited by indiscriminate hold-ups, worthy and unworthy, goes without saying; and it has been decided to put on the brakes. Just what steps will be taken and how far the restrictive method adopted will be operative will be decided at a later meeting. But on one point the association is unanimous: the breaking stage has been reached, and some system will have to be devised to put a stop to some of the nuisance.

The meeting adjourned, after discussion of several matters of an informal nature.

SELLING PROVISIONS IN SPITE OF COMPETITION.

(Continued from page 29.)

Neat counters display the goods, and the point of display is an important one owing to its power of suggestion, but no special refrigerators are used and the necessity for special scales for the department is referred to as a question of convenience rather than of necessity. The spread of odors or flavors from the meats to other commodities need not be considered as a factor. In one store a big slicing machine is used but the proprietor explains that it is part of the equipment of a larger store he had before coming to the city and is retained as a matter of convenience. In another department a small slicer is used and in a third only a knife. The slicer is a great convenience, and is an important factor where an extensive business is done.

The question of competition with which we have been dealing will be found in the same relation to the grocer in the smaller as well as the large cities, we believe; he can get the business of his own customers at least and the extent to which the business can be extended beyond that will depend upon individual circumstances and the attention devoted to the department.

ASSOCIATION NEWS

LONDON GROCERS' ANNUAL.

London, Ont., April 30—(Special).—The annual meeting of the Retail Grocers' Association was held last week. It was, perhaps, the largest and most enthusiastic meeting of the whole year. The members were surprised at the outcome of the Garnishee Act, which they had fought so hard to amend. The general opinion was that there was "a nigger in the fence," somewhere. They have not given up hope, however. The new president and executive are going to take the matter up again with renewed energy, and hope for better results before another year passes.

The discussion on Wednesday afternoon closing, for the summer months was somewhat heated at times. Many of the members took good natured raps at the men who were responsible for breaking the 7 o'clock Saturday night closing. One good thing, however, the Saturday night closing had done (even if it remained in force for only two months), it has taught the grocers who were open all hours every night in the week, that they could close their stores at 7 o'clock five nights in the week without any financial loss. Several sections of the city have little agreements of their own, for instance London South grocers close their stores Saturday nights at 9 o'clock; the grocers in the north part of West London have agreed to close their stores on Saturday night at 7 o'clock.

After a very long and heated discussion it was decided to close on Wednesday afternoons during the months of May, June, July, August and September, The election of officers for the coming year was next taken up, and resulted as follows:—President, Adam Palmer; 1st vice, J. W. Eedy; 2nd vice, Geo. H. Ellis; Secretary, Harry Harley; Treas., Thos. Shaw (re-elected). Executive Committee, P. H. Ranahan, Alf. Carr, Geo. Eccleston, G. B. Drake, H. R. Hooper, J. A. McFarlane, J. T. May, H. P. Rosser, W. J. Teeple, R. E. Blinn, Jas. McKenzie and E. J. Ryan; Auditors, H. P. Fountaine and W. R. McKay.

A vote of thanks was tendered to the retiring officers, to which President Ranahan replied feelingly.

The new president, Adam Palmer then took the chair and called on Norman McLeod to make a presentation of a handsome gold headed umbrella to Past President Harry Ranahan. Mr. McLeod told of the hard work Mr. Ranahan had done during the past year with a great deal of sacrifice to himself and family. E. J. Ryan was then called forward to present Treasurer Thos Shaw with a gold headed cane. Mr. Shaw was re-elected treasurer for the fifth time. He is on every committee or deputation of the London Retail Grocers, and as Mr. Ryan said, without Mr. Shaw there would be no grocers' association; with all that Mr. Shaw is the most unassuming grocer in London. Messrs. Shaw and Ranahan thanked the grocers for their kindness and promised to take a still further active interest in the association. President-elect Palmer announced a meeting of the executive would take place next week. The meeting then adjourned.

Plans were discussed for the annual excursion to Toronto on Wednesday, July 8th.

GALT MERCHANTS' OFFICERS.

In a recent issue it was announced that the merchants of Galt, Ont., had formed a Retail Merchants' Association. Since then officers have been elected as follows:—

President—W. W. Wilkinson.
1st Vice-Pres.—T. E. McLellan.
2nd Vice-Pres.—F. H. Chapple.
Secretary—Walter Braidwood.
Asst. Sec.—Geo. T. Hamilton.
Treasurer—T. J. Mowat.

The executive committee consists of the officers and the following members: John Laird, T. A. Rutherford, R. W. Meikleham, W. A. Smith, R. L. McGill and G. B. Elliott.

The chairmen of the various trades committees are: Dry goods, N. L. Moore; Groceries, J. H. Laird; Hardware, John Tait; Jewelers, R. L. McGill; Coal and Wood, J. D. Burns; Bakers, W. A. Dixon; Confectioners, N. E. Palmer; Drugs, T. E. McLellan; Boots and Shoes, Mark Mundy; Stationery, F. H. Chapple; Butchers, Walter Braidwood; Men's Furnishings and Merchants' Tailoring, J. C. Windell; Furniture and Undertaking, J. G. Little; Photography, R. Darragh.

Membership committee: T. A. Rutherford, F. H. Chapple, Walter Braidwood, R. L. McGill, J. H. Laird and George T. Hamilton.

It was decided to close Thursday afternoon beginning on week of June 14 and continuing to September 12.

A deputation from the new organization waited on the Galt council to ask for specific changes in the by-law governing license fees for butchers and transient traders. The mayor and some of the aldermen favored the requests which will be taken into consideration later on.

Galt merchants are considering holding a picnic.

VILLAGE MERCHANTS' ANNUAL.

London, Ont., April 29—(Special). — The merchants of Lambeth, Komoka, Deleware, Mt. Brydges, Melbourne and Christina, who organized a year ago, with the assistance and co-operation of the London Retail Grocers' Association, held their annual meeting at Deleware, recently. There was a large turnout, the meeting was very enthusiastic, and the prospects for the coming year are bright. Several new members from surrounding villages have signified their intention of joining the association. The officers elected for the coming year are as follows: J. A. Kelley, president (re-elected), of Lambeth; N. Bodkin, of Deleware, vice president: and E. Bond, of Mt. Brydges, secretary. The meeting adjourned, as it was too late to finish all the business under consideration. A meeting will be called by the president in the near future, at Deleware, when it is the intention to invite some of the London grocers to be present.

R.M.A. CAMPAIGN IN MANITOBA.

The vigorous work of the Retail Merchants' Association in the sister Provinces of Alberta and Saskatchewan has stirred Manitoba up to a similar effort, and the provincial board has started a campaign to cover every district of Manitoba. Among the features of legislation in Saskatchewan that are attracting notice in Manitoba is the operation of the Small Debts Act, and the board will endeavor to secure legislation along the same line.

Such has been the confidence inspired in the officers of 1913-1914 that all were re-elected unanimously at the annual meeting, as follows:—

President—Horace Chevrier.
First Vice-President—W. T. Devlin.
Second Vice—W. J. McPherson.
Treasurer—H. P. Story.
Secretary—J. F. Kennedy.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

Arthur P. Tippet, Montreal, who has been seriously ill for the past two months is now improving rapidly.

The grocery partnership of McMulkin & Litus, at St. John, N.B., has been dissolved, Mr. McMulkin continuing the business.

Wolfe & Serlui have started business as importers at 248 Notre Dame street west, Montreal. They are handling Dutch and Italian products.

The general stores of Mrs. T. Merleau, W. J. O'Meara & Co., and Mrs. L. R. McNally, were among the establishments destroyed by fire at Bryson, Que.

The Retail Merchants' Association of Montreal have asked for a more general enforcement of the by-law relative to the closing of stores on Wednesday and Thursday evenings each week. It is contended that many dealers are evading the law.

Arthur Jones, of the export butter and cheese firm of Jones, Grant, Lunham, Ltd., has returned from a business trip in Great Britain. Mr. Jones stated that the general trade of the mother country was prosperous notwithstanding the set-backs in the shape of strikes and other labor troubles.

Mathewson's Sons, of Montreal, celebrate this week the 80th anniversary of their inception. The business was founded by Samuel Mathewson, who arrived in Montreal from Strabane, Ireland. Mr. Mathewson died in 1854, and he was succeeded by Jas. A. Mathewson, who took his sons, S. J., W. B., and J. A., into partnership with him and to-day these three comprise the firm of Mathewson's Sons.

Ontario.

J. A. Bailey, grocer, Toronto, has sold to F. J. Fenwick.

N. J. Roat has opened a new grocery store in Dunnville, Ont.

Chas. Fenwick, grocer, Toronto, Ont., has sold to L. A. Frost.

Hutt & Martin have opened a new grocery store in Thorold, Ont.

D. C. Russell, grocer, Toronto, Ont., is succeeded by Wm. Thompson.

A. E. Shanty succeeds Mr. McKinley at 176 Bellwoods avenue, Toronto.

The Storks Russel Grocery, Toronto, Ont., is being sold to T. P. Loblaw.

W. H. Parr has taken over the general store of W. C. Latimer, Beaverton, Ont.

R. F. Hedge, Niagara Falls Centre, Ont., has added groceries to his meats.

Turner & Nodwell commence business this week at 683 St. Clair avenue, Toronto.

H. T. Thompson, has purchased the grocery business of E. B. Hart, Wingham, Ont.

Stocks & Hallman have purchased the grocery business of Ray P. Colburn, Tillsonburg, Ont.

Jane Armsbary, who has been conducting a grocery store in Toronto, has sold to J. A. Wilson.

Frank Freeman, broker, has moved his offices from 7 Market street to 66 York street, Hamilton.

F. E. Robson, of F. E. Robson & Co., Toronto, has returned from a business trip to the Old Country.

Markie and Sparrow, have succeeded W. H. McFarlane as general storekeepers at Paisley, Ont.

Wm. Nesbitt, Wolseley street and Russell avenue, St. Catharines, Ont., has opened a new grocery store.

Foulis Bros., have reopened the grocery store formerly occupied by C. W. McDonald, Collingwood, Ont.

Legg & Gartshore have opened a grocery store at corner of Richmond and Horton streets, London, Ont.

E. Davey, grocer, Niagara-on-the-Lake, Ont., intends opening a meat department in the near future.

J. Gibbons, recently from England, is fitting up the premises at 700 Dundas street, Toronto, for a grocery.

Bourne Bros., Grimsby, Ont., recently put in an attractive package tea window, which brought good results.

Cummins Bros. have opened a grocery at 964 Bathurst street, Toronto, formerly occupied by R. H. Hudson & Co.

Jas. Wagstaffe, of Wagstaffe, Ltd., Hamilton, returned on Tuesday from an extended trip through Western Canada.

J. W. Burgess, grocer and general dealer, Bala, Ont., was in Toronto this week on a business trip. He took in the business show.

C. J. Moore for several years with the Mooney Biscuit Co., Stratford, Ont., has joined the traveling staff of John Sloan & Co., wholesale grocers, Toronto.

J. D. Guy, for many years with Simpson & Sons, Yonge street, Toronto, has formed a partnership with A. Hofman, and opened out in the grocery line at 1218 St. Clair avenue.

L. Warner, grocer, Dunnville, Ont., has been appointed treasurer of Haldimand county, succeeding T. A. Snider, K.C., deceased. Mr. Warner has been a grocer for 28 years.

J. C. Walker, manager of the Guelph Soap Co., Guelph, Ont., has recovered from his recent fall that involved a broken rib. He was a visitor during the week at the Toronto office of Canadian Grocer.

There is an agitation among the merchants of Listowel, Ont., for earlier closing on Saturday night and closing at six o'clock on Tuesday. A petition is now in circulation among the business men and if sufficiently signed the council will be asked to put through the necessary by-law.

In the big fire in London, Ont., last week, when the Dominion Savings office building was completely gutted, the Commercial Travelers' offices of L. H. Scandrett, grocery broker, and R. Donaghy, formerly with T. A. Rowat & Co., and now in the brokerage business.

The new factory of Dominion Foods, Limited, St. Catharines, Ont., is nearing completion. It is expected that it will be ready for occupancy in about a month's time. It is a large brick building substantially built and equipped with modern machinery.

Western Canada.

B. Cohen, grocer, St. Charles, Man., has been burned out.

W. W. Thorpe, grocer, Holmsfield, Man., is removing to Forward, Sask.

J. C. Ward, general store, at Deepsdale, Man., has sold to Fred Tuckett.

The grocery stock of the B. J. Clark estate, Winnipeg, Man., has been sold to A. E. Rose.

A $45,000 wholesale grocery warehouse will be erected in Brandon, Man., by the firm that bought out Georgeson business in Calgary.

A deputation of members of the Retail Merchants' Association of Vancouver, B.C., will be heard by the council at the next meeting of the Streets Committee in the matter of a complaint the merchants make that any agent for outside firms who takes orders in the city for goods to be supplied from outside does more harm to the local retailers than the transient trader, but is not taxed one-tenth of the amount imposed upon the transient.

Continued Strength in the Sugar Market

Receipts Now Falling Off—Warmer Weather Would Probably Affect Price—Mexican Situation a Factor in Both Tea and Coffee Markets—Prunes Going Even Higher, and Evaporated Apples Scarce.

QUEBEC MARKETS.

Montreal, Que., April 29.—While business has been fair, it has not by any means been as good as dealers would wish for or could reasonably expect. The cold, dull weather has had the effect of keeping the country people from getting around, as the roads are bad. The delay in the opening of navigation has also contributed to the unsatisfactory state of affairs. With a little fine spring weather now a marked change will no doubt be apparent in the volume of trade. Collections have been fairly good.

There have been no changes in prices, but sugar and tea markets are firm. According to a new rule put in force by the Dominion Government authorities, white wine vinegar will in future have to be labeled "spirit" vinegar when made from acetic acid, and when stronger than 25 per cent. must be marked "poisonous." Orders to this effect have been received by the trade here.

SUGAR.—There has been a very healthy demand, and, while no change has yet taken place, it is believed that before long this heavy buying will have the effect of increasing price. The situation may be summed up as firm, but unchanged.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 15
20 lb. bags	4 25
2 and 5-lb. cartons	4 45
Second grade, in 100 lb. bags	4 00
Extra Ground Sugars—	
Barrels	4 55
50 lb. boxes	4 85
20 lb. boxes	4 95
Powdered Sugars—	
Barrels	4 55
50 lb. boxes	4 75
25 lb. boxes	4 75
Paris Lumps—	
100 lb. boxes	4 90
50 lb. boxes	5 10
25 lb. boxes	5 20
Crystal Diamonds—	
Barrels	4 95
100 lb. boxes	5 10
50 lb. boxes	5 20
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15
Yellow Sugars—	
No. 3	4 20
No. 2	4 20
No. 1	3 80

DRIED FRUITS.—Dried fruit market is dull. Demand for raisins has been a little better than last week. Evaporated fruits have been moving slowly. Spot currants are inactive, as usual at this time of year. Figs are scarce and tending higher. Crop reports from Turkey are of a character to induce the trade here to look for satisfactory crop.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 12
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	....	0 06½
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 13	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 100, in 25-lb. boxes, faced	0 06	0 06½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, accordngi to the state of the market.

TEAS.—There has been no change in teas, but the market is strong for all kinds. Japans are nearly all gone, the stocks in hand being mainly of the poorer grades. Better class greens are difficult to secure, but Formosas have been in better inquiry. All are firm.

COFFEE.—There is a good supply on hand, and sales have been about as usual. No reports received thus far would indicate any material change.

RICE AND TAPIOCA.—The higher grades of rice have been selling fairly good, and quite an improvement is noted in demand for Rangoon as a result of the recent decline in price. Patnas are in fair demand.

Rangoon Rices—	Per cwt.
Rangoon "B"	2 90
C.C."	2 80
India bright	3 05
Lustre	3 15
Fancy Rices—	**Per cwt.**
Polished	4 30
Pearl	4 50
Imperial Glace	4 80
Sparkle	5 00
Crystal	5 00
Snow	5 20
Ice drips	5 35
Carolina head	7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 05¼	0 05¾
Half bags, 112 lbs.	0 05¼	0 05¾
Quarter bags, 56 lbs.	0 05¾	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

MOLASSES AND SYRUPS.—There is good trade going on in molasses for future delivery, but prices are unchanged. Market is rather unsettled on account of the freight rates. Some sellers have been selling short, on the expectation of a 2½c freight rate, and have been caught, as they will have to pay the regular rate, which is $4 per puncheon on the first steamer and $3 on the other steamers to follow. In the meantime the market is unsettled between both buyers and sellers, and there is little or no business doing. Syrups are quiet, except maple syrup, which is in good supply and selling well, as it generally does at this time of year.

Barbadoes Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice.
Puncheons	.38	.30	.28
Barrels	.41	.33	.31
Half barrels	.43	.35	.33

For outside territories prices range about c. lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04
Pails, 38½ lbs., 1.$85; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 50
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lbs. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

SPICES.—Business has been good. Cayenne pepper is firm, and the same can be said for cream of tartar. Grinders are paying about 4 cents a pound more for cream of tartar crystals to-day than they did ten months ago.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	25—30	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 98
Cream tartar	28—33	..—1 00	.....
Curry powder	..—35	.....	.....
Ginger, Cochin	18—20	.....	.....
Ginger, Jamaica	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamon seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Dutch, per lb.	....	0 15
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 15	0 18
Celery seed, per lb., in bulk	0 30	0 35
Cayenne Chillies	....	0 25
Shredded cocoanut, in pails	0 18	0 20

NUTS.—There is seasonable business passing. Good quality walnuts are in better demand, but with limited supplies here, and primary markets, having nothing to send forward, prices are firm. Almonds and filberts are firm, but quiet, and there seems to be little demand for pecans. Brazils are quiet and easy, but without quotable change.

DRIED VEGETABLES.—No changes have taken place in dried vegetables since last report. There is a seasonable demand.

ONTARIO MARKETS.

Toronto, April 30.—The continuance of cold and unseasonable weather conditions is having a dampening effect upon business, coupled with the general tendency on the part of the wholesalers to watch their credit lines carefully. Collections are not what they should be, and this is a weakening factor, which is the usual effect of retailers extending lines of credit to workmen either out of employment or working short hours, and many of whom show a disposition to take every advantage in holding off payment as long as possible.

Sugar is firm and stronger, if anything, despite unseasonable weather.

SUGAR.—The sugar market is firm and the prices steady, with an advance in the raw markets of ⅛ above the recent lowest. There was heavy business on the upward trend, the volume being about 500,000 bags to the refiners and speculators. Europe was also a buyer. The Cuban output is on the wane, thirteen factories having closed down.

Canada prices remain unchanged, and without special indication of an advance in the near future. Consumption is only fair, but better weather would undoubtedly strengthen the demand.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 21
20 lb. bags	4 31
10 lb. bags	4 36
2 and 5 lb. cartons	4 51
Second grade granulated, 100-lb. bags	4 11
Nova Scotia refined, 100-lb. bags	4 11
Western Ontario refined, 100-lb. bags	4 11
Extra Ground Sugars—	
Barrels	4 61
50 lb. boxes	4 81
25 lb. boxes	5 01
Powdered Sugars—	
Barrels	4 41
50 lb. boxes	4 61
25 lb. boxes	4 81
Crystal Diamonds—	
Barrels	4 96
100 lb. boxes	5 36
50 lb. boxes	5 06
Paris Lumps—	
100 lb. boxes	4 96
50 lb. boxes	5 06
25 lb. boxes	5 26
Cartons (20 to case)	7 11
Cartons (50 to case)	7 11
Crystal Dominoes, cartons	7 20
Yellow Sugars—	
No. 1	3 81

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—Prunes are still a feature in dried fruits market, and an advance of 1c is reported on new goods in the primary markets; the market remains very firm. Evaporated apples are getting scarce, and prices are steady, with a firmer tendency. Raisins, too, are a strong feature of the market, with stiffening prices.

Apples, evaporated, new per lb.	0 10½	0 11
Apples, evaporated, old, per lb.	....	0 08
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 11	0 13
Orange	0 11	0 13
Citron	0 17	0 19
Currants—		
Filiatras, per lb.	0 06½	0 06¾
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06½	0 09
Hallowees	0 05¾	0 06
Figs—		
3 crown layers	0 10	0 11
4 crown layers	0 10½	0 11½
5 crown layers	0 11½	0 12½
6 crown layers	0 12½	0 13½
7 crown layers	0 14	0 15
Fine pulled	....	0 14
Natural figs, in bags, lb.	0 05½	0 07
Prunes—		
30-40s, Californias, 25 lb. boxes	0 13	0 15
40-50s, 25 lb. boxes	0 12½	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08¾	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 09
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ½c more.		
Raisins—		
Sultana, choice, new	0 06	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06¾	0 07½
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

SYRUPS AND MOLASSES.—Fresh maple syrup is in strong demand, but it is having little, if any, effect upon the syrup market, wheer little attention is now paid to the season. Some movement may be expected in Barbadoes molasses, but the market has not been affected as yet. West Indies molasses is showing a falling-off in price.

	Per case.	
Syrups—		
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

NUTS.—Brazils are the only new nuts coming into the market and so freely are the shipments arriving that the price is going down. Generally speaking the market is firm with almonds in strong demand.

	Per lb.	
In shell—		
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 45	0 50
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 40	0 42

RICE.—The local rice market is without change, but the London market is stronger, and orders sent in on the basis of prices in force at the first of the month are being turned down for a 3d per cwt. advance. Local trade is quiet, awaiting the arrival of new supplies.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 05
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 06½	0 07½
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 10	0 11½
Sago—		
Brown, per lb.	0 04½	0 05
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	0 05	0 05½
Seed pearl	0 05	0 05½
Flake	....	0 09½

SPICES.—The market for spices remains unchanged, with little news of interest although some movement is noted in the primary buying fields.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	....	0 12—0 15
Cinnamon, whole	....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	....	0 25—0 35
Cloves, whole	....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	....	0 22—0 25
Ginger, African, ground	....	....—0 16
Mace	....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	....	....—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins	....	....—0 55
Pastry spice	....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black, whole	....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	....	0 26—0 28
Pickling spice	....	....—0 15
Turmeric	....	0 25—0 35

COFFEE.—The Mexican trouble and the prospects of a war which would interfere with the big coffee crop is a factor which is adding strength to the coffee market; prices remain unchanged.

Coffee, Roasted—		
Bogotas	0 27	0 30
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 17	0 19
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

TEAS.—Tea brokers in thee United States seem inclined to gamble on the chance of war in Mexico and a tax on tea, and prices are firming up accordingly. Indications in the world market are for perhaps even higher prices. Indias, Ceylons, and Javas are all scarce, and the chance that the Java crop may prove unusually good seems to be about the only hope held out to relieve the situation.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

CANNED GOODS.

MONTREAL.—Though there has been no change in prices during the past week, demand has been very steady, and indicates heavy consumption. It is thought that backward spring weather has contributed largely to this condition, as even hothouse vegetables are later than usual this year. Should the demand continue at the present rate of going, it will leave some dealers with pretty low stocks when new crop comes along, and should result in good business for next season's pack.

Canned corn is getting scarce and an advance in the price to the trade may be looked for as jobbers cannot duplicate purchases of a month ago. Stocks have been going into consumption at a rapid rate in relation to last year's short pack, and the natural effect is seen.

MANITOBA MARKETS.

Winnipeg, April 29.—Sugar market is still firm, and there appears no chance of further decline at present. Corn syrup is much firmer owing to the advance in corn. It is hardly likely that any advance in price will take place here, but the higher price which has to be paid for the corn seems likely to prevent the possibility of any drop.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 70
Extra ground or icing	5 20
Powdered	5 00
Lumps, hard	5 65
Montreal, yellow	4 30
Sugar, B.C.—	
Extra standard granulated	4 70
Yellow sugar, No. 1	4 30
Yellow sugar, No. 2	4 15
Yellow sugar, No. 3	4 05
Bar sugar	4 85
Icing sugar	5 05
Powdered sugar	4 85
H. P. lumps	5 55
Sugar packed in barrels 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 60
Barrels, per cwt.	4 55
Halves, 50 lbs., per cwt.	4 60
Bales, 20 lbs., per cwt.	4 65
Powdered, barrels	4 90
Powdered, 50s	5 25
Powdered, 25s	5 55
Icing, barrels	5 20
Icing, 50s	5 45
Icing, 25s	5 60
Icing, pails	5 50
Cut loaf, barrels	5 30
Cut loaf, 50s	5 55
Cut loaf, 25s	5 80
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
B. C. Cane Syrups—	
2 lb. tins, 2 doz. to case, per cs.	2 85
5 lb. tins, 1 doz. to case, per cs.	3 20
10 lb. tins, ½ doz. to case, per cs.	3 00
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	

Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	**Per case.**	
Imperial quarts, case 2 doz.		5 40
Imperial ½ gals., 1 doz.		5 55
New, pure, ½ gal., case, 1		9 00
New, pure, ½ gal., quarts, case 2 doz.		9 70
New, pure, quart bottles, case 2 doz.		9 75

DRIED FRUITS.—Several cars of 1912 pack evaporated apples are now coming on the market. The majority of these goods are of fair quality, and are selling readily. The appearance of this 1912 pack, of course, is accounted for by the fact that the 1913 pack is largely sold out. Last week has seen a big change in the prune market in California, futures advancing from 1c to 1½c a lb. So high are futures now that practically all operators have withdrawn, awaiting further crop developments. The present supply is very limited, and prospects are for still further advances early in May. Peaches are very strong. Further advances likely before new crop.

Apples, evaporated, new, per lb.	0 09¾	0 09¾
Apricots—	**Per lb.**	
Extra choice		0 18½
Choice		0 18
Standard		0 17
Slab		0 15
Currants—		
Dry clean		0 06¾
Washed		0 07½
1 lb. package		0 08
2 lb. package		0 16
Dates—		
Hallowi, loose, per lb.		0 05
Hallowi, 1 lb. pkgs.		0 06⅝
Figs, Cooking—		
Choice, bags		0 05¾
Nectarines		0 15
Peaches—		
Standard, 25-lb. boxes		0 07½
Choice, 25-lb. boxes		0 07¾
Extra choice, 25-lb. boxes		0 08⅞
Prunes, in 25-lb. boxes—		
90 to 100		0 07½
80 to 90		0 08
70 to 80		0 09⅝
60 to 70		0 10⅝
50 to 60		0 11⅜
40 to 50		0 13
Raisins, Valencias—		
Valencia selects, 28's		1 32
Valencia selects, 14's		0 94
Valencia layers, 28's		1 90
Valencia layers, 14's		0 97
Raisins, Sultanas—		
California		0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown loose, 50s		0 08⅝
3 crown, loose, 25s		0 08⅞
Choice seeded, lb.		0 09⅝
Extra fancy seeded, lb.		0 10

TEA AND COFFEES.—The tea market is still very firm. No changes in price have taken place, and none are expected immediately. The situation in Mexico leads to the belief that in coffee Mexicans will advance. Much depends upon the amount of shipment before what is practically a blockade was instituted. Developments next week will be important.

	Per lb.	
Coffee—		
Rio, No. 5, green		0 13½
Rio, roasted	0 15¾	0 16
Santos, green, No. 4	0 14¼	0 14½
Santos, roasted	0 21	0 22
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired		0 25
India and Ceylon—		
Souchongs		0 30
Pekoe Souchongs		0 35
Pekoe		0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum		0 35
Common moning		0 25

RICE AND TAPIOCA.—No change in rice. Tapioca is stronger, and present retail prices will need to be advanced before the end of May.

Rice—		
No. 1 Japan, per lb.		0 05⅞
No. 2 Japan, per lb.	0 04¾	0 04⅞
Siam, per lb.	0 03¾	0 04
Patna, per lb.	0 05½	0 06½
Carolina, per lb.		0 08
Sago, pearl, per lb.		0 04
Tapioca, pearl, per lb.		0 04½

BEANS.—The last bean quotations remain, the advance then looked for not having taken place as yet. Prices are steady, however, and there is practically no chance of any further decline.

Austrian, hand picked		2 35
3 lb. picker		2 10
Peas—		
Split peas, sack, 98 lb.		3 40
Whole peas, bushel		2 05
Barley—		
Pot, per sack, 98 lbs.		3 15
Pearl, per sack, 98 lbs.		4 45

NUTS.—Little demand even for new Brazils at the present low price. Peanuts are, of course, moving. An advance in these is expected.

Almonds, Tarragona		0 17½
Brazils		0 14½
Filberts, Sicily		0 13¼
Peanuts, Jumbos, roasted	0 11½	0 13¼
Peanuts, choice, roasted		0 11
Pecans		0 20½
Walnuts, Grenoble		0 17
Walnuts, Marbot		0 14
Shelled—		
Almonds		0 42¾
Walnuts		0 40

SPICES.—Pepper remains firm. No further advance in olives.

BROOMS.—There is sure to be an advance here within the next six weeks, probably of 25c a dozen. This will be due to the advance in broom corn, resultant from a smaller acreage being planted than usual. Conditions seemed favorable for wheat to the Illinois farmers, and the demand for broom corn is, therefore, greater than the supply.

CANNED GOODS.—Gallon apples are very scarce and in big demand. Other lines of canned goods firm, with normal demand.

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, Sask., April 30.—Market firm. Sugar very strong. Lard declined slightly. Tomatoes are getting scarce, and the price is advancing. Muscatel raisins are slightly advanced. Evaporated apples are on up grade. Another advance in canned beef is reported. Oranges advanced 25 cents a case.

Produce and Provisions—		
Butter, creamery, per lb.		0 30
Butter, dairy, No. 1, 20c; No. 2		0 15
Cheese, per lb.		0 17½
Eggs, fresh, per doz.		0 18
Lard, 3's, per case		7 75
Lard, 5's, per case		7 67
Lard, 10's, per case		7 60
Lard, 20's, each		2 60
Dried Fruits—		
Apricots, choice		0 17⅝
Currants, gulf cleaned		0 08¼
Figs, natural 6's		0 06⅜
Evaporated apples, per lb.	0 11½	0 12¼
Dried peaches, 25s		0 08
Dried peaches, choice, 25s		0 09½
Prunes, 70-80, 25s		0 10⅜
Raisins, muscats, 50s		0 08¾
Raisins, muscats, 25s		0 09
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 08¼
Green Fruits and Vegetables—		
Apples, Wash., box	2 00	2 50
Apples, B.C., box	2 00	2 50
Celery, Cal., doz.		1 25
Grape Fruit, Florida		6 80
Lemons, Messina		5 50
Lemons, California		5 00
Oranges, navel	3 25	3 75
Onions, Val.		7 25
Tomatoes, Cal., case		2 50
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts		0 14½
Walnuts		0 19
Beans—		
General—		
Potatoes, per bushel		1 00
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian		2 65
Coffee, whole, roasted, Rio		0 17
Rice, per cwt.		3 90
Sugar, standard, gran., per cwt.		5 07
Sugar, yellow, per cwt.		4 67
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.		3 82
Corn, standard, per 2 dozen		2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches		2 91
Strawberries and raspberries		4 20
Tomatoes, standard, per dozen		2 65
Salmon, Sockeye, 4 doz. case, 1s	7 35	7 60
Salmon Sockeye, 4 doz. case, 1s		8 00
Red springs, 1s		6 70
Cohoes, 1's, $5.50; hump back 1's		5 60

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, N.B., April 30.—Markets fairly strong, but not much change in general staples. Collections are improving and business is good. Sugar market is showing signs of being unsettled, changes possible. Molasses supposed to have reached bottom though the market is still shaky. Flour is firm. American clear pork is lower, domestic unchanged. Eggs are quite plentiful at 22 cents.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.		0 17
Beef, barrel	23 75	25 00
Pork, American clear, per bbl.	24 25	26 25
Pork, domestic, per bbl.		29 50
Butter, dairy, per lb.	0 28	0 32
Butter, creamery, per lb.	0 30	0 31
Cheese, per lb.	0 17	0 17¼
Cheese, new, lb.	0 16	0 16¼
Eggs		0 22
Lard, compound, per lb.	0 11¾	0 12
Lard, pure, per lb.	0 14¼	0 14¾
Flour and Cereals—		
Cornmeal, gran.		5 85
Cornmeal, ordinary, bags		1 85
Flour, Manitoba, per bbl.		6 45
Flour, Ontario, per bbl.		5 85
Rolled oats, per bbl.		5 40
Oatmeal, standard, per bbl.		5 85
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel		1 70
Sugar—		
Standard granulated	4 30	4 40
United Empire	4 20	4 30
Bright yellow	4 10	4 20
No. 1 yellow	3 80	3 90
Paris lumps	5 25	5 50
Molasses, Barbadoes, fancy	0 27	0 28
U. S. onions, bag	4 40	4 50
Currants, 1s, per lb.	0 08	0 08¼
Raisins, California, seeded	0 10	0 10¼
Rice, per cwt.	3 40	3 50
Beans—	**Per bushel.**	
Canadian white	2 25	2 35
Yellow eye	3 65	3 75
Canned Salmon—	**Per 4 doz. case**	
Pinks	4 25	4 50
Cohoes	6 00	6 25
Red Spring	7 40	8 00
Yelloweyes	3 75	3 85

FLOUR and CEREALS

Flour Business Quiet but Developments are Interesting

Ocean Rate Reduced to Encourage Export Trade—Spring Arrivals Due From Head of Lakes—Ontario Winter Wheat Damaged by Cold Nights in April—Bran Selling More Freely.

MONTREAL.

FLOUR.—Flour market has shown no important change during past week. A good deal of flour is still on order, and not delivered yet, that was booked at lower prices. Market for spring wheat grades has ruled easy under a light demand for both domestic and country trade, buyers being compelled to keep buying in order to get their proportion of the limited feed that is offering, and which is wanted. The market for winter wheat grades is quiet and as supplies are light prices rule firm. There seems to be an uneasy feeling as to what may happen next. Present prices do not deviate more than 20 cents either above or below the quotations at this time during the past four years, but in 1908 and 1909 the selling price was 50 to 70 cents above present figures.

Manitoba Wheat Flour—	per bbl.
First patents	5 60
Second patents	5 10
Strong bakers'	4 90

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	4 60	5 00
90 per cent.	4 30	4 50
Straight roller	4 10	4 30
Blended flour	4 60	4 80

CEREALS.—Market has ruled quiet for new business as most of the mills are working off old contracts. Prices do not show any change.

Cornmeal—	Per 98-lb. sack
Kiln dried	2 10
Softer grades	1.95
Rolled Oats—	90's in jute
Small lots	2 25
25 bags or more	2 15

Rolled oats in cotton sacks, 5 cents more.
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 96-lb. sack	2 50

MILL FEEDS.—Supplies of mill feed are confined to limited quantities, and millers have been compelled to curtail their orders, and will only ship bran in mixed cars with flour. The season is rapidly approaching when cattle will be able to get out to grass and that will have a tendency to ease off the demand, though it is problematical whether or not a decrease in price may be expected for some little time.

Mill Feeds—	Car lots, per ton
Bran	23 00
Shorts	25 00
Middlings	28 00
Wheat moulee	28 00
Feed Flour	33 00
Mixed chop, ton	29 00
Crushed oats, ton	29 00
Barley, pot, 98 lbs.	3 00
Oat chop, ton	29 00
Barley chop, ton	29 00

TORONTO.

FLOUR.—Continued quiet is reported in the flour market with no change in prices, but navigation is now open and the coming forward of cheaper wheat will have a tendency to encourage the millers to add to their stocks. However, first arrivals from the West which are now about due will have little effect and they are cargoes which have been in the boats for some time and have to all intents and purposes been marketed. Export trade is still dull and the old country buyers still take the stand that stocks there are too heavy, big purchases having been made in anticipation of an advance which has not materialized. A reduction of 1c per hundred pounds has recently been made in the ocean rate on flour showing the desire of the transportation companies to encourage larger shipments. The rate for flour is still 6c a hundred above wheat and this the millers claim is twice the spread that there should be while the transportation combine alleges that the difference in the expense of handling is 7c a hundred. Reports from Ontario indicate that winter wheat suffered more by the cold nights of past couple of weeks than during all the cold winter; predictions of three-quarters of an average crop are made. This shortage should have the effect of firming up Ontario flour. The reports from the States are still favorable and a big crop seems assured.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 55	4 95
90 per cent.	5 05	4 75
Straight roller	4 95	4 55
Blended flour	4 80	4 85

CEREALS.—There is no change in the prices for cereals, but the continued low quotations for corn are having a tendency to ease conditions in that department.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Buckwheat flour, 98 lbs.	3 75	4 75
Buckwheat grits, 98 lbs.	4 50	4 75
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 15	2 30
Graham flour, 98 lbs.	....	2 70
Hominy, granulated, 98 lbs.	2 40	2 50
Hominy, pearl, 98 lbs.	....	2 50
Oatmeal, standard, 98 lbs.	2 47½	2 60
Oatmeal, granulated, 98 lbs.	2 47½	2 60
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 25	3 65
Rolled oats, 90-lb. bags	2 25	2 37½
Rolled wheat, 100-lb. bbl.	3 00	3 25
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 63

MILL FEEDS.— The prospects for grass in near future are beginning to have an effect on the market for mill feeds, especially with regard to bran. Stocks are beginning to loosen up and although the price remains the same easier quotations may be looked for shortly. Shorts, however, are holding firmly to the market and may be expected to continue so for another month.

Mill Feeds—	Car lots, per ton.	
Bran	23 00	26 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

CARRYING GROCERIES BY DOG TRAIN AT SELKIRK, MAN.

(Continued from page 27.)

for doing a little trading on the side, or he may use them for dishing food out.)

The documents that come from the natives in the north make interesting reading. The sending of their half yearly order is a very important matter for them. They speak of Selkirk as "the front," and the order reads as if they were preparing for war. Navigation opens in June, after which there is a service twice weekly. The northern people come down for a week, making headquarters at Selkirk. The most of them make two trips a year, one in the early summer, and the second just before the closing of navigation, when they get in their supplies for the winter.

The really picturesque time at Selkirk is during the winter time, when men come in with their dog trains. One came in during the visit of Canadian Grocer's representative, though it was April, and spring was fast approaching. This man will remain in Selkirk and vicinity until the first boat in June. He may take his dogs back with him, and he may not. The opening up of the Rice Lake goldfields is sending a large number of settlers north every year, who take on their supplies at Selkirk.

There is nothing unusual about the store. The departments are not large, with the exception of the grocery section. An experienced clerk in each department has charge of the buying. The store is rather low, with a floor upstairs. The departments on the ground floor are: Grocery, dry goods, boots and shoes, hardware, men's furnishings, flour and feed, crockery. Upstairs there is a furniture department and a room which is used as a rest room for farmers' wives in winter. It is kept warm and comfortable.

FRUIT & VEGETABLES

High Price of Potatoes is Feature of Ontario Market

Bad Roads and Seeding Season Send New Brunswick Stocks Up 25c a Bag in Two Weeks; Ontario Varieties Up in Sympathy—Pineapple Preserving Season Now Commencing.

MONTREAL.

GREEN FRUITS.—Prices on apples, oranges and grape fruit are higher than last week, while pineapples show a drop to about half their previous quotation. Business continues fair, but the unfavorable weather does not help matters any. While strawberries are still quoted at 40c to 50c per box, there have been received during the past week a quantity of smaller boxes, which have been retailed for about 20c per box. In some cases, the berries have been repacked after arrival here, in smaller boxes.

Apples—		
Spies, No. 1s, very fine, bbl.	....	7 50
Baldwins, No. 1s	....	6 50
Ben Davis, No. 1s	....	5 50
Ben Davis, No. 2s	....	5 00
Spies, in boxes, fancy pack	2 00	2 50
Russets, in boxes, fancy pack	2 00	2 25
Bananas, crate	2 00	2 25
Cape Cod cranberries, bbl.	....	16 00
Almeria Grapes—		
Extra fancy heavyweights	....	5 50
Fancy heavyweights	....	5 00
Medium quality, for immediate use	....	4 75
Grapefruit, 54-64-80-96 size, case	5 00	5 25
Cocoanuts—		
100 to 150 size	....	4 50
Lemons—		
Extra fancy, 300 size	....	3 25
Fancy, 300 size	....	3 00
Oranges—		
Mexicans, 126-150, $2.00; 176-200-216-250	....	2 25
California navels, 146-150-176-200-216-250	....	3 25
Pineapples—		
24 size	....	2 25
30 size	....	2 50
18 size	....	2 25
Strawberries, per box	0 40	0 50

VEGETABLES.— The general tendency is for lower prices on most lines. Beets are quoted 25c a bag below last week's figure. Celery is 25c below last week's quotation, and new Bermuda potatoes are now offered at $8 per barrel as compared with $11 last week. Asparagus is higher and cauliflower and egg plant are reported scarce and higher. It is anticipated that business will improve with the opening of navigation, which may start in any day now.

Asparagus, doz.	4 50	7 00
Beans, wax, crate, Florida	5 00	5 50
Beans, string, crate, Florida	....	5 50
Beets, bag	....	1 50
New beets, doz.	1 00	1 25
Cabbage, bbl.	2 75	3 00
Cabbage, per dozen	....	1 25
Cabbage, new, per crate	2 50	2 75
New carrots, case	....	3 00
Cauliflower, crate, 2 doz.	6 00	8 00
Celery, Florida, crate	4 00	4 25
Cucumbers, Boston, dozen	1 50	2 00
Egg plant, crate, 1 dozen	....	3 00
Garlic, per lb.	....	0 10
Lettuce, Boston, box	2 25	2 50
Canadian lettuce	1 60	2 00
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per crate, 150 lbs.	....	4 25
Red Danvers, 100-lb. bag	4 00	4 25
Shalottes, per dozen bunches	....	0 50
Parsnips, bag	....	1 75
Parsley, American, per doz., bunches	....	0 75
Parsley, per box	1 75	2 00
Parsley, Canadian, per doz. bunches	....	0 35
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Bermuda, barrel	....	8 00
Green Mountains, $1.15; Quebec, bag.	....	1 00
Potatoes, sweet, Jersey, hpr.	1 75	2 00
Radishes, per doz. bunches	0 50	0 60
Rhubarb, dozen	1 50	2 00
Spinach, C.H., barrel	2 50	3 00
Turnips, Quebec, bag	....	1 00
Turnips, Canadian, bag	....	0 75
Tomatoes, Florida, choice, crate	3 00	3 50
Tomatoes, Florida, fancy, crate	4 00	4 50
Young onions, dozen	....	0 30

TORONTO.

GREEN FRUITS.— The pineapple season promises to be a big one and the time for preserving has arrived. Good stocks are being received and the price has gone down rapidly. During the past week ten cars have been sold on the local market. Strawberries are now being shipped direct from Louisiana in car lots; berries of fair quality are to be had at 10c. Generally the weather has not been favorable and with higher temperatures there will be more activity in fruit and vegetables; however, reasonable prices have helped to keep up the demand. The looked-for rise in the prices of California oranges has taken place; this is the result of stocks on hand, which were heavy, being used up and practically nothing being received. Florida oranges are off the Toronto market, although New York is bidding for them almost as strongly as for the California brands. Apples are now getting into a narrow range and there are higher prices for good Spies; local apples are off market.

Apples—		
Spies, hand-picked, barrel	6 00	7 00
Other varieties, winter apples, No. 1s	4 50	5 25
Other varieties, winter apples, No. 2s	3 50	4 00
IMPORTED.		
Apples, Jonathans, case, fancy, extra	2 50	3 00
Spitzenbergs, per box	2 75	3 00
Roman Beauties, box	2 50	3 00
Bananas, per bunch	1 50	2 00
Grapefruit, Florida, case	4 00	4 50
Grapefruit, Cuban, case	3 50	4 00
Oranges—		
California navels	3 00	3 25
California tangerines, half boxes	....	2 00
California bloods, half boxes	....	2 00
Messinas	....	3 00
Sevilles	....	3 00
Lemons, Messina, 300's, new	3 50	4 00
Pineapples, Cuba, case	2 25	2 75
Strawberries, Louisiana, box	0 10	0 12

VEGETABLES.—There is more seasonable shuffling in the vegetable quotations this week with the general tendency downward. An exception is potatoes. The market has now reached $1.25 a bag for New Brunswick stock and tendency is still upwards with Ontario supplies strong in sympathy. Spring seeding and bad roads are reported to be the reasons for the falling off in shipments from New Brunswick; a local dealer has a letter from the East dated the 23rd, which states that there are still drifts ten and twelve feet deep in the roads, which are impassable in some parts. Cauliflowers and Ontario cabbage are off the market, and carrots and green beans are going down in price. Cucumbers and new potatoes are now being received from Florida in hampers. Egg plants are very much cheaper. Celery shows a firmer tendency and the price is slightly higher. Green corn is offered at 40c a dozen.

Asparagus, 2 doz. case	....	2 75
Beets, Canadian, per bag	....	1 75
Green and wax beans, hamper	3 50	4 00
Cabbage, new, Southern, bbl.	2 50	2 75
Carrots, Canadian, bag	....	1 75
Carrots, Florida, hamper	....	2 00
Cucumbers, doz.	2 00	2 75
Cucumber, Florida, hamper	4 75	5 00
Celery, Florida, case	....	3 50
Egg plants, per crate	4 00	4 50
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	5 00	5 25
Green, doz., Canadian, 20-30c; U.S.	0 40	0 60
Parsnips	1 25	1 75
Green peppers, basket	0 75	1 00
Potatoes, New Brunswick, per bag	....	1 25
Potatoes, Ontario	1 10	1 15
Potatoes, new, Florida, hmprs., 1 bu.	2 75	3 00
Sweet potatoes, kiln dried, hamper	1 10	1 40
Potatoes, new, Bermuda, per bbl.	9 00	11 00
Parsley, doz. bunches, Can., 25c; U.S.	....	1 00
Rhubarb, per dozen	1 00	1 25
Tomatoes, Florida, per case	3 25	3 75
Turnips, bag	....	0 75
Radishes, Can., per doz.	....	0 50
Radishes, hamper	1 25	1 50

WINNIPEG.

GREEN FRUIT.—The frost reported from Louisiana has fortunately not had any other bad effect than to delay the crop. Several cars have already been received, and more are coming in this week. There has been a material drop in the price of strawberries, the price now ranging from $3.50 to $4. The cold, raw weather is having a somewhat quieting effect, yet the demand for fruit is fairly satisfactory.

Apples—		
Ben Davis, No. 1	....	6 50
Ben Davis, No. 2	....	5 75
Washington Rome Beauties, ex. fancy	....	3 00
Wine saps, Spitz, ex. fancy	....	3 00
Bananas, lb.	....	0 04
Red bananas, lb.	....	0 06
Cocoanuts, bag	....	7 50
Grapefruit, 54-64-80 size, case	....	5 00
Lemons—		
California	....	5 00
Messina	....	4 00
Oranges—		
California navels	3 00	3 25
Pears—		
Oregon Nellis, box	....	4 00
Pineapples, Cuban, crate	....	4 00
Strawberries Louisiana	3 50	4 00

VEGETABLES.—A number of cars of vegetables have arrived this week, and a tendency toward lower prices is evident. Cucumbers, head lettuce, loose lettuce, and rhubarb are all down in price. California celery is hardly to be had; sweet potatoes, too, are almost off the market.

Artichokes, per doz.	....	1 75
Asparagus, Cal., crate	....	4 00
Beets, old, per cwt.	2 00	2 50
Beets, new, doz. bunches	....	1 25
Cabbage, Texas, per ton	....	60 00
Cabbage, California, ton	....	70 00
Carrots, old, per ton	....	50 00
Carrots, new, doz. bunches	....	1 00
Florida celery, crate	....	5 00
Cucumbers, extra fancy, hothouse, doz.	....	2 50

FISH AND OYSTERS

Fresh Fish Coming Slowly And Market Waits for Them

Storms Interfere With Catches of Whitefish and Herring—Late Spring Keeps Fishing Grounds Ice-Locked—Lake Trout Sold at 15c—Summer Oysters at Montreal.

MONTREAL.

FISH AND OYSTERS.—This is a "between-seasons" period. Lent being over and navigation not having opened up yet, the demand is naturally quiet, but dealers look for considerable improvement after May 1st. Pickerel, dore, and bass are now out of season. Owing to backward conditions and a late spring, the ice still holds in most of the northern rivers and lakes where these fish are taken and it is not expected that there will be much done before May 15th. Another car of fresh halibut is due to arrive here this week. Fresh British Columbia salmon continues scarce and there will be no fresh Eastern or Gaspe salmon for another month. Haddock and cod are not so plentiful as last week and shad are scarce and prices have advanced in consequence. Fresh gaspereaux or shad herring are now coming freely and the price has been reduced. At present quotations, these fish are cheap, and an excellent substitute for other kinds. The smoked fish season is nearly over but kippers, Yarmouth bloaters and the usual supply of haddies and fillets will be available. The oyster season is nearly finished, but some of the local dealers will have a supply all through the summer. While in many places it is practically impossible to secure oysters after this date, the Montreal dealers state it is necessary for them to keep a supply on hand all the year round in order to provide for the wants of the steamer trade and special orders. The cultivation of oysters is now carried on in such a way that it is possible to secure stock at any time during the summer months.

TORONTO.

FISH.—With demand showing a tendency to hold off until the fresh fish is on the market conditions are inclined to be quiet, especially as the backward spring is responsible for the ice still holding in some localities. Salmon trout has made its appearance at 15c a pound, and fresh whitefish is selling at the same price, but whitefish and herring are both scarce and halibut is not too plentiful. A factor in the supply of sea fish recently has been storms over the fishing fields which have interfered with the catch. There is practically nothing doing locally in the frozen fish market and stocks are pretty well cleaned up. Lobsters are sufficiently plentiful for the market now.

FRESH FISH.

	Montreal.
Halibut, fancy express, per lb.	0 11
Haddock, fancy, express, per lb.	0 05
Steak cod, fancy, express, per lb.	0 07
Round pike, fancy, express, per lb.	0 08
Flounders, fancy, express per lb.	0 08
B. C. salmon, fancy, express, per lb.	0 22
Buck shad, fancy, express, each	0 50
Roe shad, fancy, express each	1 00
Shad herring (Gaspereaux), each	0 03

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	...	.06-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, boneless, per lb.	.10	.10
St. John bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.10	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.10	1.15
Kippered herrings, selected, 60 in box	1.20	1.25
Kippered herrings, ordinary, 60 in box	**1.10**	**1.20**
Smoked salmon, per lb.	**.22**	**.23**
Ciscoe herrings, a basket 15 lbs.	**1.75**	**1.80**
Smoked eels	**.12**	**.10**
Smoked halibut	....	**.20**

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	**.15-.16**	**.12**
Salmon—Gaspe, medium and small, per lb.	.14-.15	...
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Cohoes or silvers, lb.	.08½-.09	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	**.07-.07½**	**.06½-.09**
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	...
Mackerel, bloater, per lb.	**.07-.08**	**.09**
Haddock, medium and large, per lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	**.06½-.07**	**.09**
Pollock, per lb.	**.04½-.05**	**.04½**
Flounders, per lb.	.06	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15
Striped sea bass, large, per lb.	.17-.18	....
Striped sea bass, small, per lb.	.10-.11	....
Sea trout, per lb.	.10-.11	....
Shad	.10	....

LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tulibees, per lb.	.06½-.07	.06½
Lake Trout, large and medium, per lb.	.11-.12	.12
Dore, dressed or round, per lb.	.09-.10	.09-.10
Pike, dressed and headless, per lb.	.06½-.07	.06
Pike, round	.05½-.06	....
Eels, per lb.	.10	.10
Pike, round, per lb.	.06-.06½	.07-.08
Eels, per lb.	.10	.10
Perch, per lb.	.09-.09	.09
Carp	.12	....

PICKLED FISH.

Salmon, Labrador tierces 300 lb.	**21.00**	....
Salmon, Labrador bbls. 200 lb.	**15.00**	....
Salmon, Labrador, half bbls. 100 lbs.	**8.00**	....
Salmon, B.C., bbls.	**14.00**	**14.00**
Sea trout, Baffin's Bay, bbls. 200 lb.	**12.00**	....
Sea trout, Labrador, bbls. 200 lb.	**11.50**	....
Sea trout, Labrador, half bbls., 200 lb.	6.50	....
Mackerel, N.S., bbls. 200 lb.	**12.00**	....
Mackerel, N.S., half bbls., 100 lb.	7.00	....
Mackerel, N.S., pails, 20 lb.	1.75	....
Herrings, Labrador, bbls.	6.50	....
Herrings, Labrador, half bbls.	3.50	....
Herrings, Nova Scotia, bbls.	**6.00**	....
Herrings, Nova Scotia, half bbls.	**3.25**	....
Lake trout, half bbls.	....	**8.00**
Quebec sardines, bbls.	5.00	....
Quebec sardines, half bbls.	2.75	....
Turbot, bbls.	**15.00**	....
Tongues and sounds, per lb.	**.10**	....
Scotch herrings, imported, half bbls.	**8.00**	....
Scotch herrings, imported, kegs	1.25	....
Holland herrings, imported milkers, hf bbls	5.00	....
Holland herrings, imported milkers, kegs.	0.65	....
Holland herrings, mixed half bbls.	**6.00**	....
Lochfyne herrings, kegs	1.25	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	**7.50**	**7.50**
Dried hake, medium and large, 100 lb.	**7.00**	....
Dried pollock, medium and large, 100 lb.	**7.00**	....
Dressed or skinless codfish, 100-lb. case	**7.00**	**7.00**
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	.07½	.08
Boneless Codfish, 2-lb. blocks, 20-lb. boxes, per lb.	.07	.07
Boneless codfish, stripe, 30-lb. boxes	.10	.10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1.80	1.80
Boneless codfish, in 2-lb. and 3-lb. boxes	.15	.15

BULK OYSTERS, CLAMS, ETC.

Standard solid meats, No. 1 can	1.50	....
Standard solid meats, No. 3 can	4.25	....
Paper pails, quarts, per 100	1.50	....
Paper pails, pints, per 100	1.10	....
Best clams, imp. gallon	**2.00**	....
Best scollops, imp. gallon	**2.50**	....
Best prawns, imp. gallon	**2.00**	....
Best shrimps, imp. gallon	**2.25**	....
Sealed best standards, quart cans, each	**.35**	....
Sealed best select, quart cans, etch	**.45**	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH—CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	**8.50**	....
Malpeque, shell oysters, selected J.A.P., per bbl.	**10.00**	....
Malpeque, shell oysters ordinary, per bbl.	**8.00**	....
Malpeque, shell oysters, caraquets, per bbl.	**5.00**	....
Clams, per bbl.	**3.00**	....
Mussels, per bbl.	**6.00**	....
Live lobsters, medium and large, per lb.	.26	.40
Boiled lobsters, medium and large, per lb.	.28	....
Scotch herrings, mixed kegs	.65	.65

WINNIPEG.

FISH AND POULTRY.—Owing to the delayed warm spring weather, no fish is coming to the market except a few fresh halibut, salmon and trout. There is still a surplus of frozen fish on hand. This is moving freely, and no doubt exists now that all the freezers will be empty before the 1st of May.

The Manitoba stock of poultry, packed and put away during December and January, is practically all sold. What is now being marketed is stock brought from Eastern Ontario and from the United States. The demand is good and sales exceptionally heavy for this time of year.

While oysters may be secured in the East until April, 30th, there is no demand whatever in the Western provinces.

Fish—		
Fresh whitefish, per lb.	....	0 08½
Halibut	....	0 08
Salmon	....	0 19
Smelts	....	0 10
Herring	....	0 06
Lake trout	....	0 12
Cod fish	....	0 10
Cured Fish—		
Smoked goldeyes, per doz.	....	0 50
Finnan haddies	....	0 08
Holland herring, keg	....	0 68
Labrador herring, ½ bbl.	....	4 25
Poultry, Live—		
Fowls	....	0 12
Chickens	....	0 12
Turkeys	....	0 15
Ducks	....	0 12
Geese	....	0 12
Poultry, Dressed, Fancy No. 1—		
Fowls	....	0 17½
Chickens	....	0 22
Turkeys	....	0 25
Ducks	....	0 22

HALIFAX, N. S.

FISH.—There was a heavy falling-off in receipts of fresh fish during past week. Owing to unfavorable weather conditions shore boats did not make any catches and as a result the local markets are practically bare of cod and haddock. The situation was saved by the stock of halibut on hand. There was also a better demand for salt mackerel and shad, and dry cod. A few medium sized lobsters sold at 30 cents each. The demand for lobsters continues good.

PRODUCE & PROVISIONS

Butter Still on Downward Slide; Hogs from the West; Pork Lower

Montreal Reports No Market in States for Milk and Cream—Eastern Demand by Packers Takes Ontario Eggs and Prices Are Firm—Fodder Cheese Quoted Lower.

MONTREAL.

PROVISIONS.—While there has been some slight improvement in business, it has not been as good as could be wished. The decrease in the price of lard which has been predicted for the past few weeks went into effect this week and quotations for pure lard in all quantities are marked down a quarter of a cent per pound.

Hams—	**Per lb.**	
Medium, per lb.	....	**0 18½**
Large, per lb.	**0 18**	**0 18**
Backs—		
Plain, bone in	....	**0 23**
Light, per lb.	....	**0 18**
Boneless	....	**0 26**
Peameal	....	**0 26**
Bacon—		
Breakfast	**0 19**	**0 21**
Roll	....	**0 17**
Shoulders, bone in	....	**0 15**
Shoulders, boneless	....	**0 16½**
Cooked Meats—		
Hams, boiled, per lb.	....	**0 27**
Hams, roast, per lb.	**0 29**	**0 30**
Shoulders, boiled	....	**0 26**
Shoulders, roasted	....	**0 27**
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	**0 15½**
Long clear bacon, 80-100 lbs.	....	**0 14½**
Flanks, bone in, not smoked	....	**0 15½**
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	**29 00**
Heavy short cut clear	....	**29 00**
Clear fat pork	....	**28 00**
Clear pork	....	**27 00**
Lard, Pure—	**Per lb.**	
Tierces, 375 lbs. net	....	0 13¾
Tubs, 50 lbs. net	....	0 14
Boxes, 50 lbs. net	....	0 14
Pails, wood, 20 lbs. net	....	0 14¼
Pails, tin, 20 lbs. gross	....	0 14¼
Cases, 10-lb. tins, 60 in case	....	0 14¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 14¾
Bricks, 1 lb. each	....	0 15¼
Lard, Compound—		
Tierces, 375 lbs., net	....	**0 10½**
Tubs, 50 lbs., net	....	**0 10¾**
Boxes, 50 lbs., net	....	**0 10¾**
Pails, wood, 20 lbs., net	....	**0 11**
Pails, tin, 20 lbs., gross	....	**0 11**
Cases, 10-lb. tins, 60 in case	....	**0 11¾**
Cases, 3 and 5-lb. tins, 60 incase	....	**0 11¾**
Bricks, 1 lb. each	....	**0 12¼**
Hogs—	**Per cwt.**	
Dressed, abattoir killed	**13 50**	**13 75**
Dressed, country	**12 75**	**13 00**

BUTTER.—The market is decidedly weak and all prices have been marked down one to two cents a pound. There was a lot of fall butter left over this season, and there is little, if any, milk or cream being exported to the U. S. market now, as the prices there are no better than can be obtained here. There is scarcely any business from the West as they seem to be pretty well loaded up with New Zealand stock. All this contributes to a weaker feeling and prices are likely to go still lower. A year ago butter was sold at Cowansville and St. Hyacinthe for 26¾, while on Saturday last it sold for 22½ and 23 cents. Last year at this time a lot of milk and cream was being shipped across the border but this year, on account of the poor market, it is being kept here and made into butter.

Butter—		
Finest creamery, new milk	0 26	0 27
Finest creamery, fall make	**0 24**	**0 25**
Dairy butter	0 20	0 23

EGGS.—Receipts have not been quite as heavy this week as last, owing largely, it is believed, to the bad roads. The market is firm at present but lower prices are looked for as soon as the roads dry up and navigation opens.

Eggs, case lots—	Per dozen.	
New laids	....	0 23
Splits	0 20	0 21

CHEESE.—The market in the country is lower but prices here have not weakened as yet, owing to a fairly brisk demand. It is anticipated that prices will weaken soon, however, as stocks will commence to pile up. There has been very little export demand yet this season.

Cheese—		
New make	0 15	....
Old specials, per lb.	0 15	0 16
Stilton	....	0 17

HONEY.—There is little likelihood of any changes in this department as prices are pretty well fixed for the present year.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	**0 11½**	**0 08½**
Tins, 60 lbs.	**0 12**	**0 09**
Tins, 30 lbs.	**0 12½**	**0 10**
Tins, 5 and 10 lbs.	**0 12½**	**0 10**
Comb, 13-14 oz. section	**0 20**	**0 15—0 16**

POULTRY. — There have been no changes in prices of poultry and it is not likely there will be any until the roads improve and navigation opens up so that farmers can get in. There has been a good demand and stocks are turned over quickly.

POULTRY.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	....—....	....—0 25
Ducks, milk fed	**0 16—0 18**	**0 18—0 19**
Fowl	**0 18—0 20**	**0 17—0 19**
Geese	.....	**0 15—0 16**
Turkeys, spring	.....	....—0 23
Turkeys, old Tom	.....	**0 14—0 16**
Milk fed chickens, lb.	.....	....—0 25
Milk fed broilers, lb.	.....	....—0 30

TORONTO.

PROVISIONS.— During past week there has been more life noted in the provision trade and business has been picking up in better shape than previously since Lent. Western hogs have been shipped into the eastern market in large numbers with the result that there has been an easing off in prices for dressed. There is some tendency shown following this towards easier prices for the trade and boiled ham is quoted off a cent a pound by some dealers with other cooked meats easier in sympathy. Lard remains at the old figures with a somewhat easier tendency.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 17½	0 18
Large, per lb.	0 15½	0 16½
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 24	0 25
Pea m'eal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 15½	0 18½
Roll, per lb.	0 15	0 16
Shoulders, per lb.	0 14	0 14¾
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 15
Long clear bacon, heavy	0 13½	0 14½
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	....	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13	0 13½
Tubs, 60 lbs., per lb.	0 13¼	0 13¾
Pails, 20 lbs., per lb.	0 13½	0 14
Tins, 3 and 5 lbs., per lb.	0 14	0 15
Bricks, 1 lb., per lb.	0 14¾	0 16
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10¾
Tubs, 50 lbs., per lb.	0 10¼	0 11
Pails, 20 lbs., per lb.	0 10½	0 11½
Hogs—		
F.O.B., live, per cwt.	8 95	9 15
Live, fed and watered, per cwt.	9 55	9 65
Dressed, per cwt.	12 00	13 00

BUTTER.—Butter quotations at the present time are subect to daily change on the market, with the revisions mostly in the downward direction. A big change is noted over the prices of a week ago averaging about two cents and more in all departments. The local dealers look upon the changes as seasonable and do not see any unusual factors.

Butter—		
Creamery prints, fresh made	0 27	0 28
Dairy prints, choice	0 23	0 24
Dairy, solids	0 20	0 23
Separator prints	0 24	0 25

EGGS.—Toronto egg dealers consider the Montreal demand for eggs as the big influence in the continued high prices in Ontario. The packers in the Quebec capital are reported to be bidding strongly and the quotations while the same as a week ago are very firm.

Eggs, case lots—	**Per dozen.**	
Strictly new laid, in cartons	....	0 25
Strictly new laid	....	0 23
Splits	0 18	0 20

CHEESE.—With fodder cheese coming more freely into the market there is a reduction in prices noted, but the trade is very quiet and will be so until the better flavored new cheese comes in when further price reductions are looked for. The market for old cheese is very firm at the old prices and stock is scarce.

Cheese—		
Old, large	**0 16**	**0 16½**
Old, twins	**0 16¼**	**0 16½**
New, large	0 15	0 15¼
New, twins	0 15½	0 15¾

HONEY.—The honey market remains in a very quiet state with little demand to eat up the big stocks on hand. Prices are stationary with the exception of comb where lower prices are prevailing.

Clover, bbls., per lb.	**0 08**	**0 08½**
60 30-lb. tins, per lb.	**0 08½**	**0 09**
10, 5-lb. tins, per lb.	**0 09½**	**0 10**
Buckwheat, bbls.	**0 06½**	**0 07**
Buckwheat, tins	**0 07**	**0 07½**
Comb	1 75	2 00

POULTRY.—The poultry market is quiet with only a light supply being received but evidently sufficient to meet the demand. There is no change in prices noted.

Fresh Stock—	Live.	Dressed.
Fowl	**0 16**	**0 18**
Chickens, lb.	**0 18**	**0 22**
Geese	**0 14**	**0 16**
Turkeys, spring	**0 17**	**0 22**
Turkeys, old Tom	**0 15**	**0 17**

WINNIPEG.

PROVISIONS.—Good demand is being felt for cured meats and lard. No change in prices is noted, and, as far as meats are concerned, no variation is likely. There is a possibility, however, of a slight advance in lard. The farmers are getting on their land, and for a month will not find time to send their hogs to market, so that the rendering works will be quiet.

Cured Meats—	
Hams, per lb.	0 19½
Shoulders, per lb.	0 12½
Bacon, per lb.	0 25½
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	28 00
Lard—	
Tierces, per lb.	0 12½
50 lb. tubs	6 37
20 lb. pails	2 68
3 lb. tins, cases	8 10
5 lb. tins, cases	8 02

BUTTER.—No change in price here, but the demand is very heavy at present.

Butter—		
Creamery, Manitoba		0 30
Creamery, Townships	0 32½	0 33
Dairy	0 19	0 24
Cooking	0 15	0 16

EGGS.—Last week there was some thought of a decline here. The demand, however, has been so very large that indications are now that there will be an advance. The farmers do not seem to be able to get in enough stock to meet the call.

Eggs—	
Extra first	0 19
Checks	0 14
Extras in cartons	0 23

CHEESE.—Here there has been a slight advance of a ¼c.

Cheese—	
Large	0 17¼
Twins	0 17½

FLOUR AND CEREAL.—No advance in rolled oats as yet, although this is expected.

	Per	bbl.
Manitoba Wheat Flour—		
First patents		5 30
Second patents		4 70
Strong bakers'	3 90	4 00
Cereals—		
Rolled oats, per 80 lbs.	1 75	1 80
Oatmeal, fine, standard and gran'd, 98 lbs.		2 25

ST. JOHN, N.B.

FISH.—There is just a fair supply of fish in the local market at present and prospects are none too encouraging, unless there is an improvement in supply of bait for the fishermen. During the last week or more the scarcity of bait has become particularly noticeable, and the fishing industry has been greatly handicapped. Sardines have so far not been received in any quantity to speak of, though it is usual to have them arrive about the middle of April. Cod are beginning to be taken now, but without sardines the fishermen are hampered for bait. Lobsters have been scarce and prices are high.

Frank Harding and J. M. Parker (the Harding Co.), St. Thomas, Ont., have dissolved. Chas. Fraser, formerly with Edward Adams Co., London, joins Mr. Harding in carrying on the business under the same name.

GROCER BROKER OF LONG STANDING.

Fred Dane, After 29 Years in Business Retires to Become Trade Commissioner in Scotland.

Toronto, May 1—(Special). — The grocery trade in Toronto is losing this week a member of long standing, in the person of Frederick Dane. Mr. Dane started in the grocery brokerage business back in the year 1885, 29 years ago, and has been connected with it ever since. He has, however, with to-day given up active work in this business, and is leaving in a week or so for Glasgow, Scotland, where he has been appointed Canadian Trade Commissioner for the Dominion Government. Mr. Dane will be the only trade commissioner in Scotland for Canada. His

FRED. DANE, TORONTO.

Who severs his connection with the grocery brokerage business to become Canadian Trade Commissioner at Glasgow, Scotland.

chief duties will include the promotion of the export business of Canadian manufacturers and the placing of Canadian manufacturers in touch with raw material in Scotland. His long association with the grocery trade of Canada should stand him in good stead in his new field of endeavor. His many friends here will wish him a long and useful career as Canadian Trade Commissioner.

During the past seven and quarter years, until he recently resigned, Mr. Dane has been connected with the Temiskaming & Northern Ontario Railway as one of its commissioners. In this capacity he has explored Northern Ontario and knows it about as well as any man.

In a reminiscent mood the other day, he recalled grocery conditions of 25 and 28 years ago, and some of the men who were then in the grocery brokerage business, and are still connected with it to-day Among these he mentioned, Geo. Musson, W. Philip, W. G. A. Lamb, Watt & Scott, and J. S. Donaldson. In years gone by, he stated there was a much greater speculative interest in the grocery markets than exists to-day. Men in the olden days did not hesitate in taking a chance on the markets advancing. To-day a great deal of business is done in such a way that speculation is almost out of the question.

With the departure of Mr. Dane there comes a change in the personnel of the firm of which he has been head so long. Geo. Hortop, who has been with him for the past 13 years, and who has been a member of Dane & Hortop for the past three or four years, has joined in with W. H. Dunn, of Toronto, in a new firm, Dunn, Hortop, Ltd. New offices are being opened in the Board of Trade Bldg., Toronto, and the agencies of both firms have been transferred to the new organization. The officers are: Wm. H. Dunn, president; Fred Dane, vice president, and Geo. Hortop, secretary-treasurer.

Before leaving Toronto, Mr. and Mrs. Dane were made the recipients of a handsome solid silver tea service from the heads of departments and officers of the Temiskaming & Northern Ontario Commission. This and other presentations showed the esteem in which they are held in Toronto. The good wishes of all who know them will go with them to the old country, and it is hoped Mr. Dane will spend many useful years in the service of the Dominion.

OUT OF BUSINESS AFTER THIRTY-EIGHT YEARS.

In a letter to Canadian Grocer from Swift Current, Sask., L. E. Morrow, formerly of Jarvis, Ont., says:—"I am out of business since the 17th of November. I ran a business in Jarvis for the past 38 years, starting November, 1875. I had taken Canadian Grocer for a great number of years and found it a very valuable paper. Now I am out West here on a homestead."

J. B. Wright, of Davidson, Bowes, Toronto, Ltd., has returned from the Old Country.

The annual statement of the Seaborne Trade and Navigation of British India, shows that in 1912-13, 11,449,083 pounds of tea valued at $1,986,593 were exported from India to Canada, as compared with 10,571,880 pounds in 1911-12, valued at $1,857,694. The United States figures are less than one-third of these.

HERE is a high quality Cane Syrup which is proving a big selling success to thousands of grocers. It is a clear, golden syrup — very delicious with hot rolls, bread, buns, waffles, etc.

Rogers' Golden Syrup

will prove a profitable addition to your stock of quality edibles. Your customers will appreciate its rare deliciousness and each sale will mean repeats.

Rogers' Golden Syrup is put in 2, 5 and 10-lb. tins—24, 12 and 6 to the case, respectively.

All wholesalers handle it.

The B.C. Sugar Refining Company

Limited

Vancouver, B.C.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25 size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER.

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	$1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

FOREST CITY BAKING POWDER

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books, each	0 04
100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ⅛ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.60.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per dozen, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$ 2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 85
Green Gage plum, stoneless	1 90
Gooseberry	1 85
Grape	1 85

Marmalade.

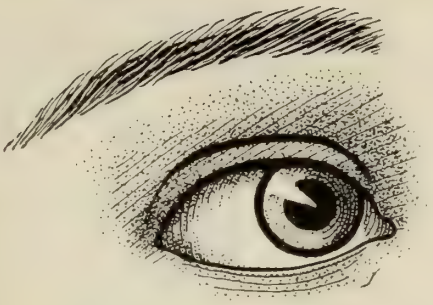
Orange jelly	1 85
Green fig	2 25
Lemon	1 90
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 995
Raspberry	0 69	0 95

14's and 30's per lb.
Freight allowed up to 25c per 100 lbs.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13



Mr. Manufacturer,

Keep your eye on the West

Don't overlook the big trade possibilities in this fast-growing country. Get your goods before the buyers. We are in close touch with the trade and can put your lines in solid.

Our many representatives throughout the three Provinces make daily calls —nothing is missed. We get the business for you and deliver the goods promptly from our six large warehouses in the various centres.

Let us advise of the Western prospects of your line—drop us a card for particulars and terms.

Nicholson & Bain, Wholesale Commission Merchants and Brokers

Head Office: Winnipeg, Man.

Branches: Regina, Saskatoon, Edmonton, Calgary, Lethbridge

WINDSOR SALT

You want to sell what your customers want to buy.

You *know* that practically every one of your good customers wants Windsor Salt—which is a good reason for your handling it, isn't it?

By Special royal permission.

Medical Science and Sardines

Medical science tells us that the sardine supplies an excellent proportion of nitrogenous material — a body builder and brain food.

This, together with the fact that

"King Oscar" Brand Sardines

are packed in pure Olive Oil makes them a most desirable food.

Recommend "King Oscar" Brand Sardines, they will make for more business and better profits.

Canadian Agents

J. W. Bickle & Greening

(J. A. Henderson)

HAMILTON, - ONTARIO

Canned Foods
Limited

We are ready

with an interesting proposition and attractive prices to contract for "Spot Goods" and "Futures." We guarantee satisfaction and full delivery.

Forty modern and sanitary factories in the leading fruit and vegetable growing centres produce these high-quality food products.

Wholesalers should investigate this proposition before contracting. Let us hear from you now.

Canned Foods Limited
Head Office: 27 Front St. East
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W. H. MILLMAN & SONS
General Sales Agents for Canada
Toronto Vancouver

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes.	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, dozen	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q; F M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking), doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 29

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 cartons to box, 65c.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 80
Clover Brand, each 4 doz.	4 50
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.
WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50

ROYAL

BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

What Do You Earn?

Don't think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Pub. Co.

143-149 University Ave.

TORONTO

You'll find it a pleasure to sell—

DICKESON'S TEA

"The Beverage of the Old Country."

It is making new friends everywhere, and sales are going up and up!

The superior flavor and quality of Dickeson's Tea makes it an easy seller—a quick profit-maker—a splendid repeat-getter. Introduce Dickeson's Tea to your customers and watch your tea trade grow!

Write to any of these Canadian Agents

Toronto—Fredk. E. Robson & Co.
Hamilton—C. G. Walker & Co.
Ottawa—H. N. Bate & Sons, Ltd.
Windsor—G. Clair Bliss, Detroit, Mich.
London—R. Donaghy.
St. John, N.B.—E. T. Sturdee.
Quebec, Que.—
A. Francois Turcotte.
Winnipeg, Man.—
W. Lloyd Lock & Co

The Original Aluminum Packet.

WETHEY'S
CONDENSED
MINCE MEAT

is recognized
from Coast to Coast
as the
standard of excellence

Are you stocking it?

Any Jobber can supply you

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 80

EBY-BLAIN, LIMITED, TORONTO.
ANCHOR BRAND.

Ammonia Powder—"Anchor"	Per case.
5c cases, 6 doz.	$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25
Baking Powder—"Anchor"	**Per doz.**
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 60
5 lb. tins, cases 1 doz.	8 40
Chocolate—Unsweetened—"Anchor"	
10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
⅛s, tins, cases 4 doz	0 36
¼s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35
Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 33
2 lb. tins, whole or ground, cs., 30 lb.	0 32
Cream of Tartar—"Anchor"	Per doz.
10c pkgs., boxes 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40
Custard Powders—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Flavoring Extracts—"Anchor"	
10c bottle	1 00
2½ oz. bottle	2 00
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 60
32 oz. bottle	24 00
64 oz. bottle	48 00
Flour—Potato—"Anchor"	Per doz.
Cases 2 doz.	1 20
Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Mustard, D.S.F.—"Anchor"	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90
	Per lb.
⅛s, tins, boxes 12 lbs.	0 38
¼s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36
Rice, Special Grain—"Anchor"	Per doz.
Cases 2 and 4 dozen	0 90

	Per case
"Anchor" Brand.	
Shaker Table Salt, free running, cases 2 doz., case	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case
25c pkgs., cases 12 pkgs.	2 40

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	3 50

"KOLONA" CEYLON TEA.

	Per lb.
30c black, green or mixed, ½ and 1 lb. pkgs.	0 25
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
'Wheat-Os" Breakfast Food, cases 2 doz.	1 45
	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED.
Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork, 50 qts., case	8 00
50 pts., case	5 00
La Savoureuse "Claret Crown," 100 pts., case	9 00
St. Nicholas Champenoise Corks, 50 qts., case	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 85
Cs. 12 3 lb. bars, lb.	6 80½
Cs. 50 ¾ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs.	4 75
Cs. 200 200 grs. pieces, cs.	7 75
Cs. 100 300 grs. pieces, cs.	6 00
Cs. 200 300 grs. pieces, cs.	12 00

ALIMENTARY PASTES.
BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 08
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape juice, 12 qts.	4 75
Grape juice, 24 pts.	5 00
Grape juice, 36 splits	4 75
Apple juice, 12 qts.	3 75
Apple juice, 24 pts.	4 50
Champagne de Pomme, 24 p. Motts Golden Russett.	5 90
Sparkling cider, 12 qts.	4 50

The Canadian Fishing Co., Ltd.

VANCOUVER, B.C.

Producers and Shippers of

PACIFIC COAST FISH of all kinds

FRESH FISH FROZEN FISH
SMOKED FISH SALT FISH

Carload and less than carload shipments

CORRESPONDENCE SOLICITED

PINEAPPLES

The uniform high quality of our Fruit and the satisfactory condition in which it arrives at your store, is why we are known as

Specialists in Pines

The brands we offer are the best marks imported. With this you get

CONSTANT SUPPLY FAIR PRICES
PROMPT ATTENTION

This means satisfied customers for you. Send along your orders.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

ESTABLISHED 1854.

"STAR BRAND"

has been standard for **HAMS, BACON** and **LARD** for sixty years, and continues to merit the favorable verdict of all these years.

The quality and reliability of this brand is the result of many years' experience in Bacon curing. Your customers will appreciate the goods, and your trade will be all the greater if you handle them.

Put up by

F. W. FEARMAN CO., Limited
Hamilton, Ont.

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake Manitoba

the pick of the fisherman's catch

BRUNSWICK BRAND

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS. LTD
BLACK'S HARBOR, N.B. CANADA
Diploma awarded at St John Exhibition 1913
THIS SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

Located as we are in close touch with very fine fishing grounds, we have the choice of the fisherman's catch.

Our plant is modern in every way, strictly sanitary, and is operated under ideal conditions. This insures the very best results in our products. High quality is the key-note of Brunswick Brand Sea Foods. They are proven big-sellers and profit-producers.

Order Brunswick Brand for your Winter's Stock.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
KIPPERED HERRINGS
Breakfast Delicacy
PREPARED BY
CONNORS BROS. LTD
BLACK'S HARBOR, N.B. CANADA
Diploma awarded at St John Exhibition 1913
THIS SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.

Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 splits	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil."

	Per case
Sur Extra Fins, 40 Falcons, cs.	$10 00
Sur Extra Fins, 100 ½ cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 25
Tins—	
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s.	2 10
20s. ½ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & Co., Agents.

Cases, 4 doz. each, flats per case	5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."		
1 lb. glass (2 doz. case)	$1.90	$1.80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."		
1 lb. glass (2 doz. case	$1 60	$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	.07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80
Weight 8 lbs. to case. Freight rate, 2nd class.	

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz.	2 80

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50
Weight 11 lbs. to case. Freight rate, 2nd class.	

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naphtha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS

and

BRANTFORD BRANDS.

Boxes	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb... cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's satin, 1-lb. cartons, brome label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 60
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06

SEEDS

To-day's prices Ex-warehouse Toronto, May 1st

No. 1 Government Standard.

	Per 100 lbs.
Red Clover	$17.50
Mammoth Clover	18.50
Alsyke Clover	22.00
Alfalfa Clover (Gold)	14.50
Alfalfa Clover (Silver)	13.00
Timothy Seed	8.00

No. 2 Government Standard.

Red Clover	$16.00
Mammoth Clover	17.00
Alsyke Clover	19.00
Timothy Seed, A	6.75
Extra No. 1 for purity.	
Timothy Seed, B	6.25
Timothy Seed, C	6.00
No. 1 for purity.	

No. 3 Government Standard.

Red Clover	$15.00
Mammoth Clover	15.50
Timothy Seed	5.00

Yellow Dutch Set Onions	$12.00

Ask for samples. Phone Main 163

Geo. Keith & Sons

Seed Merchants since 1866

Toronto, Ont.

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.

Owen Sound, Ontario

For a good pack of good Lemons, buy

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe

AGENT

TORONTO, ONT.

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

The "World's Finest"

THE OCEAN LINERS are now bringing regular shipments of

Sharp's "World-famed" "Kreemy" Toffee

to Canada.

Sharp's "KREEMY" is a bar of rich, delicious, free-chewing Toffee that melts away to goodness as fast as you chew it, and it is different to any other Toffee or sweetmeat made in England or Canada.

It is made from ingredients which are wholesome and of great food value.

It is sold in slabs or bars to retail at 5 and 10c each.

It shows the merchant a very handsome profit, and it has that LITTLE SOMETHING in it that will tickle your customers' palate and make them a daily buyer of KREEMY from your candy counter.

IT KEEPS GOOD all the year.

IT SELLS GOOD all the year.

Made in England at

"Kreemy Works," Maidstone

BY

EDWARD SHARP & CO.

Sold in Canada as follows:
THE HARRY HORNE CO. of Toronto—For Ontario.
Howe, McIntyre & Co. of Montreal—For Quebec.
Geo. S. DeForest & Sons of St. John—For New Brunswick.
J. S. CREED of Halifax—For Nova Scotia.
LEADLAY LIMITED of Winnipeg—For Manitoba, Alberta and Saskatchewan.
Hamblin & Brereton of Vancouver—For British Columbia.

(120-lb boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb. ..... .19

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—
Canada Laundry—
Boxes about 40 lbs. ..... .60
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs. ..... .06½
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs. ..... .07
Barrels, 200 lbs. ..... .06½
Kegs, 100 lbs. ..... .06½
Lily White Gloss—
1-lb. fancy cartons, cases 30 lbs... .07½
8 in case ..... .07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ..... .08
Kegs, extra large crystals, 100 lbs. ..... .07
Canadian Electric Starch—
Boxes containing 40 fancy pkgs., per case 3 00
Celluloid Starch—
Boxes containing 45 cartons, per case 3 60
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. ..... .06
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs. ..... .07½
"Crystal Maize" Corn Starch—
1-lb. pkts., boxes of 40 lbs. ..... .07½
(20-lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., $4.50; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.50.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.
No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz..... 0 90
Clear soups, in stone jars, 5 varieties, doz. 1 10

SODA—COW BRAND.

Case of 1-lb., ontaining 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.
CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case 2 50
5-lb. tins, 1 doz. in case 2 85
10-lb. tins, ½ doz. in case 2 75
20-lb. tins, ¼ doz. in case 2 70
Barrels, 700 lbs. 3½
Half barrels, 350 lbs. 3¾
Quarter barrels, 175 lbs. 4
Pails, 38½ lbs. 1 95
Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case 2 65
5-lb tins, 1 doz. in case 3 20
10-lb. tins, ½ doz. in case 3 10
20-lb. tins, ¼ doz. in case 3 05
(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case ..... $ 1 35
Ontario, per case 1 50
Manitoba, per case 2 30
Saskatchewan, per case 2 60
Alberta, per case 2 70
British Columbia, per case..... 2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case..... 2 85
Manitoba, per case 3 00
Saskatchewan, per case 3 20
Alberta, per case 3 20
British Columbia, per case 3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

⅛-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz., cases, doz.... 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen 1 80
H. P. Pickles—
Cases of 2 doz. pints 3 25
Cases of 3 doz. ½-pints..... 2 20

STOVE POLISH.

JAMES DOME BLACK LEAD. ..

5a size, gross 2 50
6a size, gross ..... $ 2 40

NUGGET POLISHES.

Doz.
Polish, Black and Tan 0 35
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan..... 3 25
Creams and White Cleanser 1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY
(Empire Branch)

Black Watch, 6's ..... .45
Bobs, 5's and 10's ..... .39
Currency, 5's and 10's ..... .39
Stag, bars, 5 1-3 .... .39
Old Fox, 10's ..... .40
Pay Roll, thick and thin, bars, 7⅛'s .59
Pay Roll, plug, 7⅛'s ..... .59
Shamrock, bar and plug ..... .45
Empire, 6's and 12's ..... .44
Ivy, 7's .... .50
Great West, pouches, 8's ..... .59
Regal cube cut, 9's ..... .59
Starlight, 7's .... .50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

		Wholesale R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

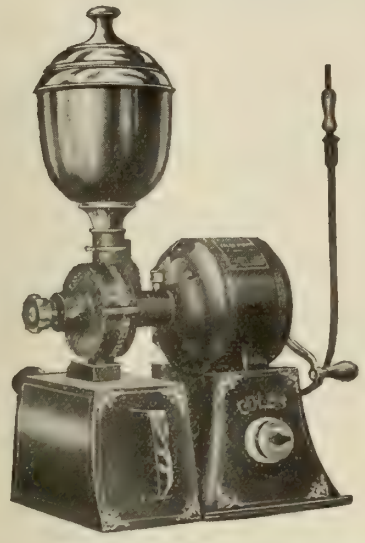
In 30, 60 and 80 lb. cases.

Black, Green or Mixed.

Blue Label ½s 0 21
Blue Label, 1s 0 20
Orange Label, 1s 0 23
Orange Label, ½s 0 24
Brown Label 1s and ½s 0 23
Brown Label, ¼s 0 30
Green Label 1s and ½s 0 35
Red Label, ½s 0 40

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

"Club House" Olives

recommend themselves

by their perfection of color, size and taste.

Our guarantee of quality behind each bottle.

The profit is good.

Need we say more

Order from your wholesaler

Gorman, Eckert & Co.
Limited

London, Ontario

Western Selling Agents
MASON & HICKEY, WINNIPEG

SPRING

Fruits and Vegetables

Delicacies Imported Consist of

Pineapples, Tomatoes, Asparagus, Strawberries, Cucumbers, Lettuce, Etc.

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Oranges—Navels, Floridas and Bloods.
New Fresh Cocoanuts.
Fish—full assortment.

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Toronto and Hamilton

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Brooms of quality
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Boss Washers
Mop Wringers
Dustless Mops
Self-Wringing Mops
Globe Washboards

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HAMILTON and WINNIPEG

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Paterson's Sauce

It never fails to satisfy.

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BANNER BRAND.

	Shipping Price Doz.	Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.10	33
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

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MINTO BROS., LIMITED.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

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Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JAMS AND JELLIES.
T. UPTON & CO.

Pure Fruit Jams—Raspberry and apple, strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12-oz. glass jars, 2 dozen in case, $1.00 per dozen; No. 2 tins, 2 dozen in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 57½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Fruit Jellies—Raspberry, strawberry, black currant, red currant, and pineapple flavors, 9-oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails, 6 in crate, 52½c; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

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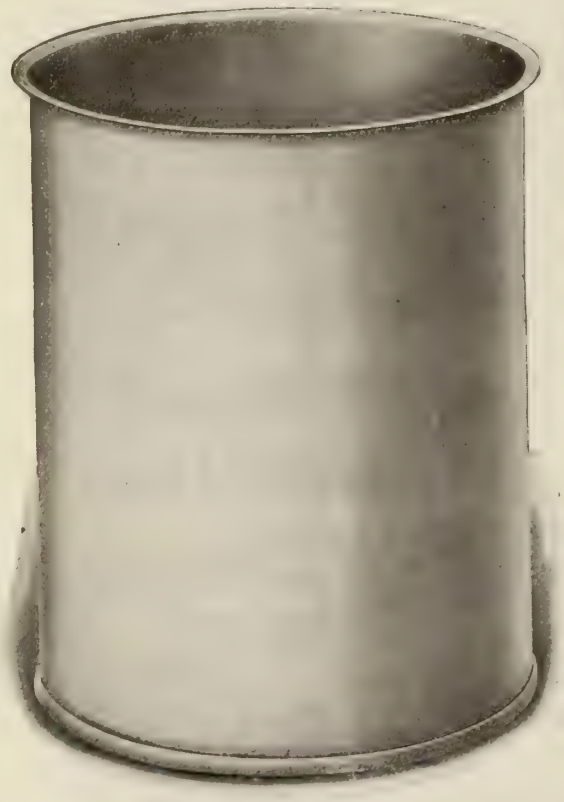
WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c packages 1 15



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Meats and Milk.

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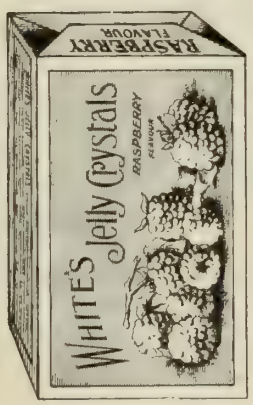
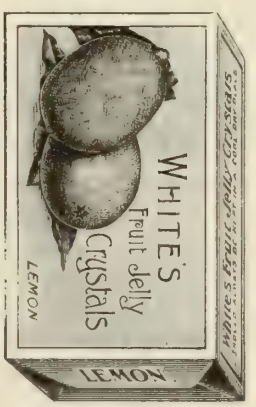


LEMON
ORANGE
RASPBERRY
STRAWBERRY
VANILLA
APRICOT
TANGERINE
CHERRY
DAMSON
PINEAPPLE
RED CURRANT
BLACK CURRANT
CALVES' FOOT
CHAMPAGNE
PORT WINE
MADEIRA
PLAIN
COFFEE
CURACAO
PEACH
NECTARINE
PEPPERMINT
GINGER
SHERRY



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48 Mark Lane, London, England

Established 1841

MILLIONS OF PACKETS SOLD YEARLY

Samples and full particulars may be obtained from

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WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

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MAPLE FLAVOR

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53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

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Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

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Established 1780

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IN JARS

TAYLOR'S THE FAMOUS LINE

Made in England for the past hundred years. Royalty uses it.

It should suit you

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The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

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Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

FOR PRESERVED GOODS

SARDINE, MACKEREL, TUNNY, ANCHOVY, SPRAT

and other fishes, in oil; pickles, tomato and other sauce; GREEN PEAS, FRENCH BEANS (plainly cooked or colored green); plainly cooked mushrooms, APPLY TO LEON LE BEUVE, 22 Cours des Quais, LORIENT France), the best organized house for sale, having always stock in hand. AGENTS WANTED.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

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12-DOZ. EGG CASES

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Trenton, Ontario, Canada

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ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

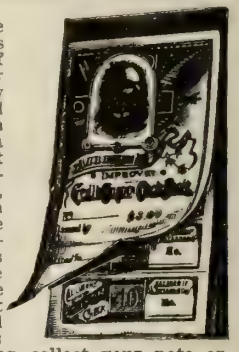
Agents in Western Canada

EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

When they ask for credit give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe



Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

HOLLAND RUSK

a food product for all seasons. It will please your customers and build a profitable trade for you.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

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Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

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BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto. WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

GROCERS! DO YOU WANT A CHEAP, Effective and Simple Method of Advertising? My system is a boon to every live grocer. Send Dollar, Leaver, 236 Whalley Old Road, Blackburn, England.

WANTED

WANTED—POSITION AS SALESMAN WITH wholesale or brokers, specialty teas and coffees. Nine years with present firm. Write Box 45, Canadian Grocer, Toronto. 5114

BUSINESS WANTED

WANTED — INFORMATION REGARDING good grocery or meat market for sale. Send description and price. Northwestern Business Agency, Minneapolis, Minn.

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

LAW

No business man can afford to be ignorant of the laws governing merchandising.

Few, however, have the time to read the many and complicated volumes of the country's laws and statutes, and for the benefit of the hustling business men a concise and understandable book has been prepared. It gives all the necessary laws and information regarding merchandising, including the renting of a store, buying property, collecting debts, etc. This book, the

Digest of Canadian Mercantile Laws

is a ready reference, a valuable guide in daily business, and is saving many dollars.

No work published in Canada equals it for business men.

A veritable consulting library on this one line so universally needed.

Based on Dominion and Provincial Statutes and Court Decisions.

Indorsed by barristers, sheriffs, magistrates and conveyancers.

Recommended by the Ontario Institute of Chartered Accountants.

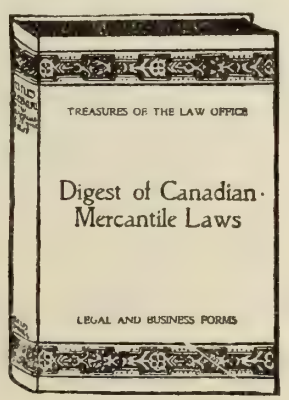
Used by more accountants, bankers and business firms than any other work on the subject. Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not satisfactory, return it and get your money back. If remitting by cheque, make **same payable at par,** Toronto.

Eastern Edition, Price, $2.00

Special Western Edition, $2.50

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under The Land Titles System of Registration, an Appendix of 16 pages, containing a synopsis of the Land Titles Acts, has been added to our regular edition, thus constituting a special "Western Edition." Price $2.50.



THE MACLEAN PUBLISHING CO., LTD.

Montreal: Toronto: Winnipeg: Vancouver

BOOK DEPARTMENT

143-149 University Ave., Toronto

CIGAR EXCELLENCE
BEN BEY

10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but **smoke good.** Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited

MONTREAL

You Do Want

customers to come again, and continue coming again. Then satisfy them by selling goods they **want.** And they want dependable goods—goods of quality.

They are such "leaders" in every line—laundry soaps start with Fels-Naptha because Fels-Naptha really is a wonder-worker on wash-day! Be careful, therefore, to keep it amply stocked.

When writing advertisers, kindly mention having seen the ad. in this paper.

Counter Cabinet Style Closed

SPECIAL NOTICE.

The Barr Register is a bona fide Canadian invention fully protected by valid patents. There never have been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary.

We make this announcement as we understand that some merchants have been imposed upon and induced to buy other account registers through such talk.

A Barr Credit System Will Increase Your Profits!

¶ Proper handling of accounts is essential. A credit account kept within the limit forms just the connecting link that holds a customer to your store.

¶ Do not let accounts grow old. If you have them buried in an old-style ledger you are losing money. Some of them will be remembered only when customers call and want to pay. How about the customers who wait for you to render periodical statement, and then try to side-step on the payment, and dispute some of the charges?

¶ You need a Barr Register System that will prevent accounts being overlooked.

The Barr Account Register

enables you to give every customer a full statement of account to date with each purchase, and completes your bookkeeping— at one writing.

¶ The Barr Account Register is compactly and substantially built to handle any number of accounts, embodying new and exclusive time and labor-saving features.

Use the Coupon To-day—"It Means Money for You."

Barr Registers, Limited

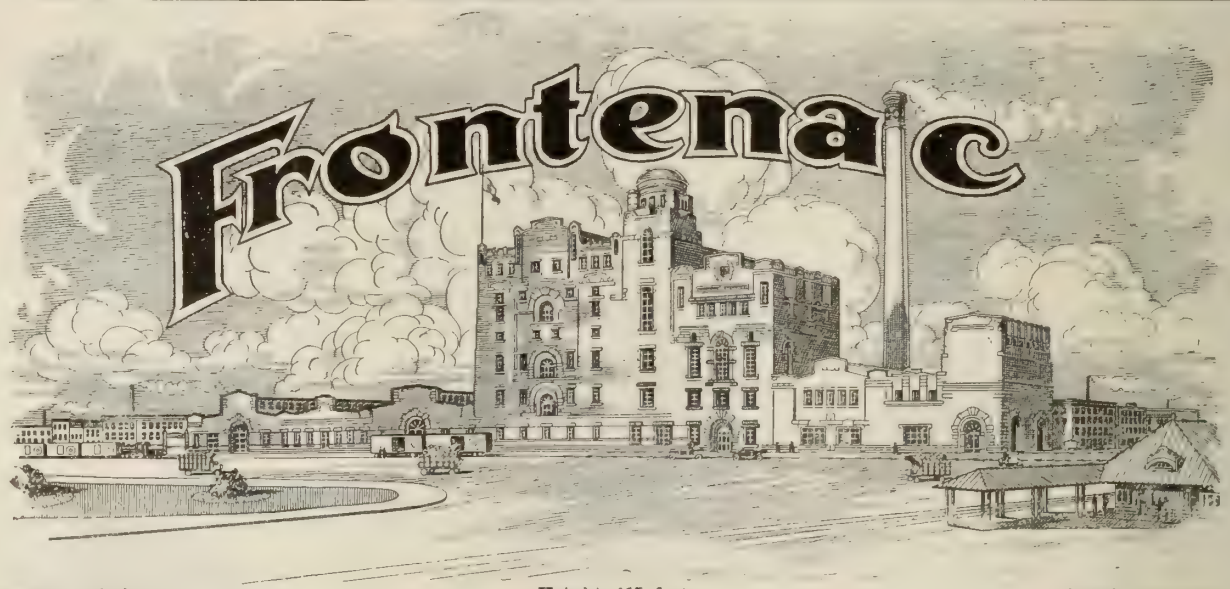
Trenton, - Ontario

GREAT BRITAIN: Head Office
Dacre House, No. 5 Arundel St., Strand, London, W.C. FACTORY—Birmingham.

We are interested in knowing what the Barr Register System can do in our business. Mail detailed information, or have traveler call.

Name .....

Address .....
(Grocer)



Length, 425 feet. Height, 115 feet. Capacity: 200,000 Barrels a year. Depth, 120 feet.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Frontenac Beer is Selling

Have you a stock? The new ½-doz. or full dozen cardboard package enables customer to carry it home under the arm. An idea appreciated both by latter and retailer.

Canada's Largest Brewery wants to do business with you.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

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Canned Goods Chat

Take a look over your shelves and see just what lines are running low. You can replenish stock at prices which will prove more than interesting.

Victoria

our general trade-mark, stands for superb quality, and you can always bank on every package as being a repeat-producer.

1913 Pack Canned Goods

VEGETABLES.	FISH.	FRUITS.
Tomatoes	Salmon	Apples
Corn	Sardines	Raspberries
Peas	Herrings	Strawberries
Haricots	Lobster	Pears
Asparagus	Oysters	Peaches
Beets,	Codfish,	Prunes,
etc., etc.	etc.	etc., etc.

What About Orders for 1914 Pack?

An inquiry from you as to prices will show you that we positively can serve you best.

2000 Puncheons Molasses

From Barbadoes to arrive. Get Prices, as there are real benefits in this consignment for you.

Splendid quality in "Fancy" and "Choice."

Write, Phone, Wire

Laporte, Martin, Limitée

568 St. Paul Street,
MONTREAL

LOOK IT UP IN—

THE GROCER'S ENCYCLOPEDIA

A VERITABLE CONSULTING LIBRARY

Full information on every article handled by the grocery and provision trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of **all foods** that you have ever seen or heard of. **Food dictionaries** in English, German, French, Italian and Swedish. The most complete descriptive **wine** list ever compiled.

What they say about the Grocer's Encyclopedia

"We congratulate Mr. Ward upon his work——We wish it could be placed in every store, for it is a treasure house and is sure to pay big dividends."—**American Grocer.**

"A book every grocer should have——the price charged for it is very small compensation for a life work of this character."—**Michigan Tradesman.**

"Will astonish the average grocer."—**Ideal Grocer.**

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"Should prove of great value to every grocer."—**Up-To-Date.**

"Every conceivable article from A to Z that may be sold in the grocery store is thoroughly described in it. It is a book which would form a handsome addition to the library of any merchant handling foodstuffs and allied products."—**Canadian Grocer.**

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1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on fine calendered paper and strongly bound in heavy buckram.

Price only $10.50

Delivery Prepaid

Examine this book for ten days and if you do not think it worth the price, return it at our expense and get your money back.

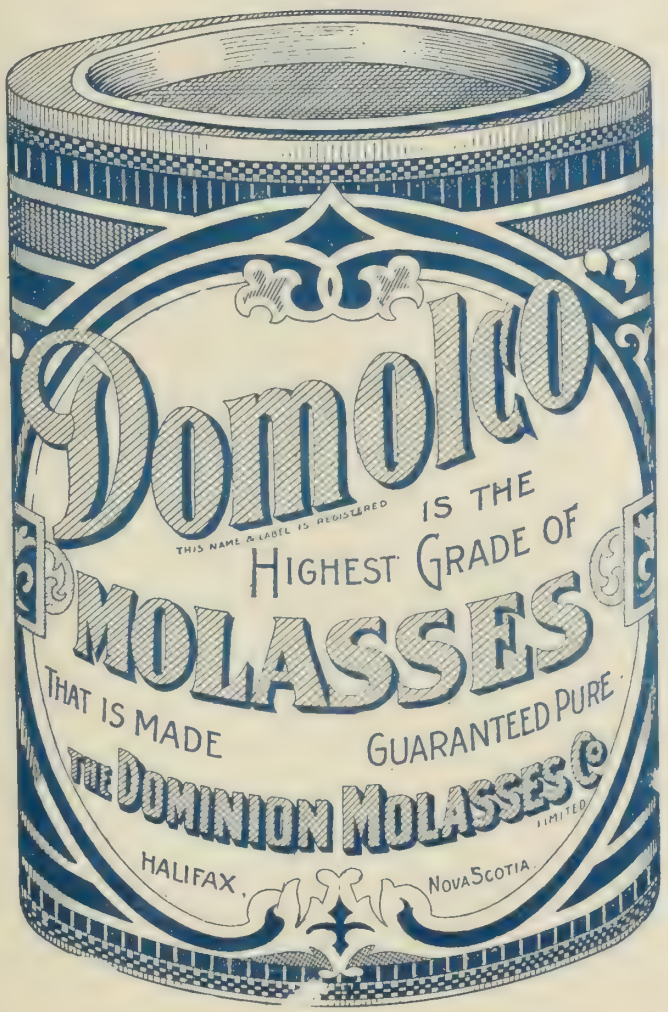
All orders payable in advance.

BOOK DEPARTMENT

THE MACLEAN PUBLISHING COMPANY, Limited

143-153 UNIVERSITY AVENUE, TORONTO

Down Barbadoes Way



ON the little Atlantic Island of Barbadoes, whose location is most conducive to the luxuriant growth of all things tropical, grows the extra fine quality of sugar cane which produces the Domolco Molasses.

BARBADOES Molasses in its crude state is a wholesome food, but we are not content with this, and by our own process remove all impurities before canning, leaving it truly the purest, most wholesome, palate-tickling molasses on the market for both table and cooking purposes.

WE absolutely guarantee Domolco to be pure and of superior quality. Prices sent on request.

This molasses has been advertised extensively, and has a big sale throughout the Dominion. Why not take advantage of this advertising and fill the desire already created for "Domolco"?

The Dominion Molasses Co., Limited

HALIFAX, N.S.

Children to-day—Customers to-morrow

Chiclets
REALLY DELIGHTFUL

Bring them to your store:
The children bring the parents:
The parents bring business:

Chiclets
REALLY DELIGHTFUL

Bring Profits

Selling one of the little envelopes a day means $7.00 a year net Cash Profit for you. How many nickel envelopes can you sell in a day?

No harm in trying anyhow: You know all about displaying the box and the show card, but just whisper

Chiclets
REALLY DELIGHTFUL

to everyone coming into your store—Then see if the cash register rings. Suppose you order a box from your jobber, just while you are thinking of it—and collect this Chiclet Coin.

IN THIS ISSUE—WINNERS IN EASTER DISPLAY CONTEST

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, MAY 8, 1914. No. 19

Hamper Days Coming

The outing folk are already talking camping and picnicing and you know what this means for the grocer—the filling of hamper orders. Almost the first item thought of is something hot or cold to drink, tea, coffee or cocoa, all of which at once suggests the old reliable Borden's Milk Products. No outing meal is complete without Borden's—easy to carry, always fresh, makes a drink doubly delicious.

Borden's

Borden's coffee and cocoa are refreshing and nourishing when previously prepared and kept icy cold in a Thermos bottle

Borden's Milk products have no season. Every day finds new uses for them. They are the household standby—always healthful because invariably sterile and pure.

Display your stock now and share in the profitable Summer demand.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg.

Vancouver, B.C.

Remind the Men

that you handle their favorite tobaccos — "TUCKETT'S ORINOCO," "T & B Myrtle Cut" and Tuckett's "Our Seal". With these three lines in your tobacco case you will please the majority of the men in your town and get them coming to your store. Remind the men by keeping your stock prominently displayed.

Your Wholesaler Carries Tuckett's.

Tuckett's Orinoco

Tucketts Limited
Hamilton, Ont.

Sterling BRAND

A Real Palate-Tickler

There is a reason why **Sterling Catsup** has proven such a phenomenal seller ever since it was first put on the market. And there is a reason why every dealer who is handling this line sends in repeat order after repeat order.

Here's the Reason

It is of exceptionally high quality; has a distinctive flavor true tomato deliciousness and sells at a popular price.

The tomatoes used are freshly gathered from the vines in the morning and canned the same day. All the freshness and deliciousness is thus retained.

Sterling Catsup will stimulate sales for you. Order a trial case from your wholesaler.

The T. A. Lytle Co., Limited

"CANADA'S LARGEST PICKLE INDUSTRY"
Sterling Road, Toronto

Pull more profits by featuring fish during the summer season

Fish are an excellent summer food, and the dealer needs only to give *"Thistle" Brand* products a little prominence in display and introduction to insure continued and profitable sales. People enjoy eating the sweet-tasting, ocean-flavored "Thistle" Brand Fish.

"Thistle" Brand Haddies, Herrings, etc.

are the select of the catch and are prepared and packed right at the water's edge a few moments after they leave the water.

Besides, being prepared in a most scientific and sanitary factory, they are packed in the most improved seamless tins, which further help to preserve their excellent flavor.

Your patrons will appreciate "Thistle" Brand sea foods, and you will get the benefit of more sales and profits.

Your wholesaler handles——get a supply at once.

Arthur P. Tippet & Co.

Agents

Montreal Que.

—*the package*

that makes London famous for Soda Biscuits—that puts dollars into Canadian Dealers' Pockets

This package and all other Perrin's Dairy Cream packages contain sodas of a quality that is unsurpassed for richness and flavor. They make an ideal healthful food, crisp and delicious—always fresh. Put up as follows:

5c Parchmentine, 10c Red Label, 10c Cartons, 25c Cardboard, 30c and 35c tins, also in 5c, 10c and 25c Fancy Thin blue packages only. Order your stock now.

D. S. Perrin & Co. Limited

LONDON, ONTARIO

Nature's flavor is in every jar of

E D S Jams and Jellies

Pure fruit and finest sugar scientifically blended and packed without any addition of preservatives or adulterants whatsoever.

Quality goods get and hold the most profitable trade.

You can't afford to be without E.D.S. goods on your shelves.

Made only by

E. D. SMITH & SON
LIMITED
WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

Try show cards like these with a display of Borden Lines

Eagle Brand

Keeps fresh without ice

St. Charles Brand

Can be beaten to a froth

Reindeer Brand

Delicious Coffee and Cocoa, prepared in a minute by simply adding hot water.

Reindeer Brand

The ideal drink for luncheons, picnics, etc.—so convenient.

Borden Milk Co., Limited

"Leaders in Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

JAPAN TEAS

FURUYA & NISHIMURA

Surplus Onion Setts for Planting

We offer surplus of our extra fine stock as below, subject to previous sale. Wire your orders at once.

ONION SETTS.

Dutch Setts, Yellow	$12.00
Dutch Setts, White	13.00
Dutch Setts, Red	12.00
White Multipliers (extra fine)	18.00
Shallots or Multipliers	8.00
Garlic Setts	15.00

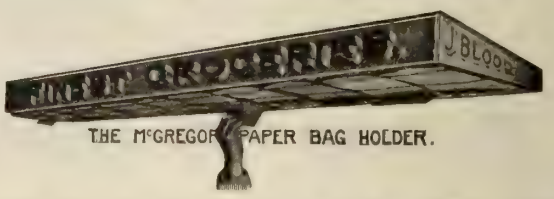
Spread your Onion Setts out thinly in a cool, dry place promptly on arrival, and prevent heating and growth.

Write us for anything you need in Seeds.

Toronto Phone Main 1510.

WM. RENNIE CO., LIMITED, TORONTO

A store convenience'— costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

Furnivall's FINE FRUIT PURE JAM

The real home-made variety

Furnivall's Jams are the result of 20 years' practical experience in Lancashire, England, where quality is always paramount.

They are made of pure, fresh fruit only and pure cane sugar with unlimited facilities and a desire to produce **the Jam that is different and better.**

Put up in 5-lb. pails and glass jars — order from your wholesaler.

Furnivall-New Limited

HAMILTON, ONT.

AGENTS

Montreal, J. C. Chivers; Ottawa, E. Archdeacon; Toronto, Dane-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Manitoba, Saskatchewan, Alberta, W. H. Escott Co., Ltd. Offices: Regina, Calgary, Edmonton; B. C. Woodworth, 533 Robie St., Halifax; W. W. Chase, 79 Paradise Row, St. John, N.B.

CIRCULAR STYLE

DRY DUSTING MOP

You can retail this style mop at 75c.

YOUR PROFIT IS 50%

On the Tarbox "no oil" Mop. It is chemically treated. It collects dust and holds it.

The Tarbox is a better mop at a lower price—a popular price which is 25 per cent. less than imported mops. It is easier to sell and yields you a larger profit. Sell the

TARBOX

DRY **NO OIL** DUSTLESS

Mops and Dusters

They satisfy every user. Every user will help you to sell more. That's a fact.

Stock the Tarbox Mops TO-DAY. Get the larger profit and sell for the lowest price.

Supplied through Jobbers

Write NOW for our proposition.

TARBOX BROS.

274 Dundas Street : TORONTO

No Coffee Ever Grew in Mocha

Though Arabian Coffee is universally termed "Mocha," no coffee was ever grown in Mocha, which is only a shipping town surrounded by deserts, and the original outlet of Arabian Coffee is to-day not even an important shipping point, as the opening of the Suez Canal transferred nearly all the traffic to the ports of Aden and Hodeidah.

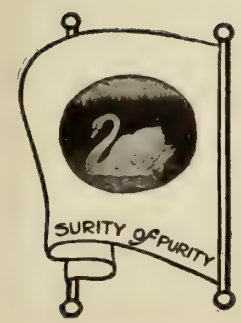
From the Province of Yemen comes the best Arabian and true "Mocha" Coffee. Here the coffee shrub, though seemingly stunted and growing under a great climatic handicap, is cultivated carefully in the hot, sandy, stony mountain-side gardens, which are arranged in terraces and irrigated artificially.

The great care exercised in the cultivation, the maturing, picking, cleaning, drying and hulling, etc., makes true Yeman "Mocha" particularly rich, aromatic and fragrant. The Yemen "Mocha" bean is very small, hard and round, the best quality being very regular in size.

"Mocha" Coffees are used extensively in blending with other coffees to produce various infusions to meet the requirements of the trade, but in doing so the long experience of expert blenders is necessary to obtain the best results.

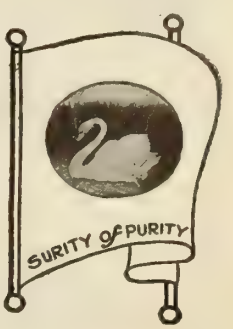
Our coffee blenders are men of unquestionable ability—men with over 50 years' practical experience, who, backed by the White Swan policy of "Surity of Purity" produce blends that defy competition. White Swan "Surity of Purity" on your coffee stock means a delicious, refreshing cup for your customer's breakfast table.

Write to-day for White Swan Catalog.



WHITE SWAN
SPICES AND CEREALS, LIMITED
TORONTO

Watch for White Swan Logic next week



The Very Latest—and Best

No Indexes

No Confusion

NOTE—Our Spring Clip is a Reinforced Flat Spring

"The alphabetical arrangement with sloping front" "All accounts seen at a glance"

No Chance of Filing Check in Wrong Account or of Carrying Forward Wrong Balance

PLEASE REMEMBER

WE—Save you the time and expense of bookkeeping.

WE—Supply a complete system that takes care of your purchases and sales, your expenses and your profits.

YOU—Render your account with each sale.

Collect your accounts without effort.

Control your customer's credit.

Can balance your accounts at a minute's notice.

WRITE

Commercial Account Registers, Limited

178-180 VICTORIA ST.

TORONTO, CANADA

The high-quality body-building food that supplies big nourishment at a low price. Customers appreciate the economy; dealers make more sales and larger profits---

"Simcoe"

Baked Beans

they are good selling by the case.

Dominion Canners, Limited

Hamilton, Canada

In all Households they use—

ZEBRA

7 o'clock. Look in at the window of a well-appointed home at 7 o'clock in the morning and you will find ZEBRA installed there.

ZEBRA polishes the stove so easily, and the stove looks so nice and keeps so nice where ZEBRA is used. There are five compelling reasons why *you* should stock ZEBRA——

1. Customers know what they are buying.
2. It sells quickly.
3. The name ZEBRA stands for quality.
4. They come back with repeat orders.
5. You make more sales.

RECKITTS (OVER SEA), LTD., 122, Wellington St. W., Toronto.

RONUK POLISHES

RONUK FLOOR POLISH

RONUK FURNITURE POLISH

RONUK SHOE POLISH

Consider that every Ronuk Polish is the result of years of chemical research—that it is exactly suited to the requirements of its particular use, and is of real benefit to the material to which it is applied—wood, or leather—and you will understand why Ronuk Polishes are as nearly perfect as it is possible to make them—and why it will pay you not only in money, but in making satisfied customers — "good will."

Ronuk's extensive advertising will be a help too.

For information, prices, etc., write

RONUK LIMITED

Factory, Portslade ENGLAND

91-93 Youville Sq. MONTREAL

Canadian Head Office

53 Yonge Street, TORONTO

Cochrane Hardware, Limited, at Sudbury, Sault Ste. Marie and North Bay, Ont.
The Marks, Clavet, Dobie Co., Limited, Port Arthur, Ont.
Chapples, Limited, Fort William, Ont.
The J. H. Ashdown Co., Limited, Winnipeg, Man.
The Brandon Hardware Co., Limited, Brandon, Man.
Millar Hardware Co., Limited, Portage la Prairie, Man.
Armstrong, Smyth & Dowswell, Limited, Regina, Sask.
The Wildren Moir Sales Co., Edmonton, Alta.
Douglas & Co., Limited, Amherst, N.S.
Sumner Co., Moncton, N.B.
Manchester-Robertson-Allison, Limited, St. John, N.B.
Robertson, Foster & Smyth, Limited, St. John, N.B.
W. H. Thorne & Co., Limited, St. John, N.B.

Tobaccos That Pull

Smokers, as a rule, are very consistent over the brand of tobacco they smoke. That is why Rock City Lines are so much in evidence.

Make a display of these three—you will be surprised at their "**pulling**" power.

"Rose Quesnel"

Smoking Tobacco. Sweet—fragrant—pure. Does not scorch the tongue. A smoke that "**satisfies.**"

"Master Mason"

Another high-grade **Smoking Tobacco** that is sure to please.

"King George"

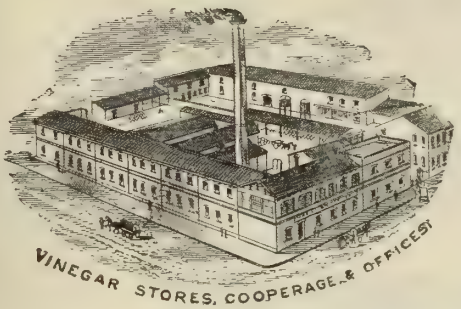
Navy Plug Chewing Tobacco. Without a doubt the "King" of all chewing tobaccos. Unexcelled for its non-irritant properties.

Let us hear from you—our terms will prove attractive.

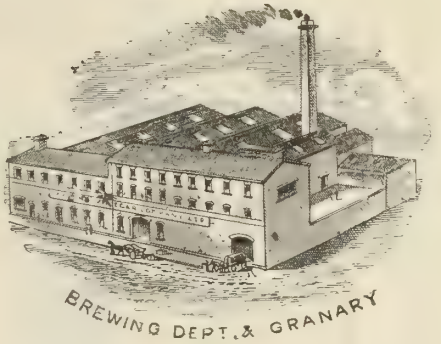
THE

Rock City Tobacco Co.

Quebec, Winnipeg



Mr. W. E. Wigmore
(Special Representative now visiting Canada.)



PURE MALT VINEGAR

Fardons' Vinegar doesn't just "happen" to be better than other Vinegars—it is made better—infinite pains are taken in every detail of its production. In the selection of the grain, in the cleanliness and efficiency of the machinery, in the many stages of brewing, in every process right up to the final "racking" into casks, the greatest care is exercised—it is an article of proven quality that will secure and hold trade in face of the keenest competition.

Fardons' Vinegar is the vinegar which is brewed from Malt and Barley—and nothing else. Write now for samples and prices for Summer delivery to

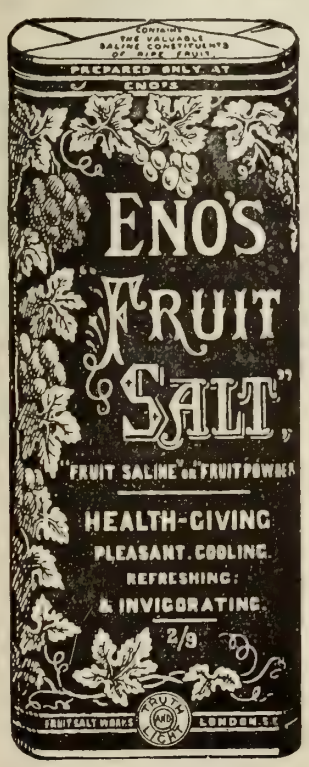
FARDONS' VINEGAR CO., LIMITED

BIRMINGHAM, ENGLAND

Agents: F. L. Benedict & Co., Read Bldg., Montreal. Maclure & Langley, Ltd., 12 Front St. E., Toronto. Nicholson & Bain, Winnipeg.

Every Household and Travelling Trunk ought to contain a bottle of

ENO'S "FRUIT SALT"



A gentle, natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for more than forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

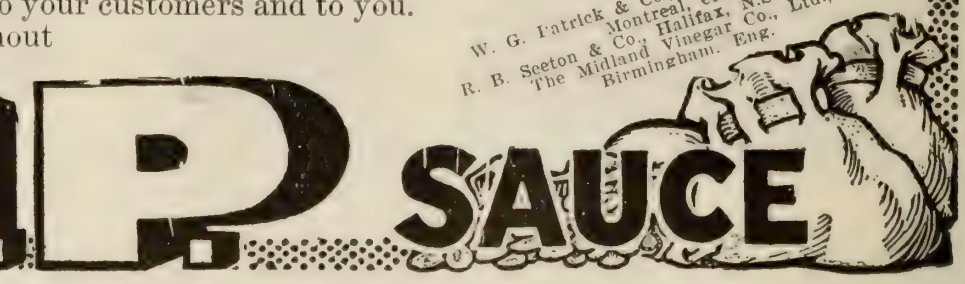
Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

If it's BUSINESS You Want, Sir---

H.P. Sauce will surely bring it along. H.P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you. Don't TRY to do without

W. G. Patrick & Co., Limited, Toronto.
R. B. Sceton & Co., Montreal, etc.
The Midland Vinegar Co., Halifax, N.S., Ltd., Birmingham, Eng.



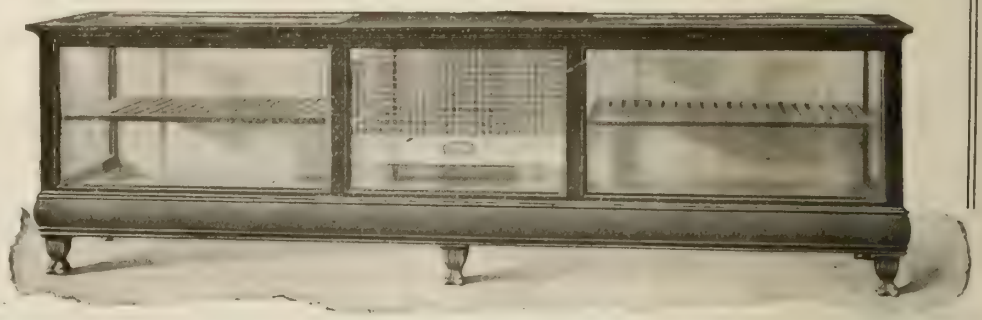
H.P. SAUCE

Your Perishable Goods Kept Fresh While on Display With the Arctic Silent-Salesman

Keep your butter, choice fruits, meats, etc., on display in an Arctic 981 case. They'll stay clean, fresh and cool. **Catalog sent on request.**

John Hillock & Co.
Limited
TORONTO, ONTARIO

Agents:—Quebec and Maritime Provinces: Wolf, Sayer & Heller, Montreal. Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask.



Canned Vegetables and Fruits, 1913 Pack

ROYAL SHIELD BRAND OF GOODS

Finest Quality Goods **Sanitary Cans**

To encourage and stimulate the packing of a higher and improved grade of Canadian packed Fruits and Vegetables, we have eliminated all secondary and questionable brands, and stock only high A1 standard grades sanitary pack, which are open to the trade under our guarantee of moderate prices commensurate with the high quality.

ORDER NOW. **PRICES RIGHT.**

Campbell Bros. & Wilson, Ltd.
WINNIPEG

Campbell, Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON & LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd.
REGINA

Wholesale Grocers and Importers

CLARK'S TOMATO KETCHUP

12 oz. and 16 oz. Bottles, 2 Doz. in Case.

Prepared only from the highest grade tomatoes, the finest of spices and ingredients and GUARANTEED ABSOLUTELY PURE.

CLARK'S PURE TOMATO KETCHUP
W. CLARK PREPARED FOODS MONTREAL
CLARK'S TOMATO KETCHUP
Made from fully ripe TOMATOES Vinegar Granulated Sugar Salt, Onions and Spices.
W. CLARK MONTREAL

NO

COLORING MATTER

OR

ARTIFICIAL PRESERVATIVES

of any kind are used in its preparation.

CLARK'S PURE TOMATO KETCHUP
W. CLARK PREPARED FOODS MONTREAL
CLARK'S TOMATO KETCHUP
Made from fully ripe TOMATOES Vinegar Granulated Sugar Salt, Onions, and Spices.
W. CLARK MONTREAL

You need have no hesitation, Mr. Grocer, in guaranteeing your customers that CLARK'S TOMATO KETCHUP is in the very first rank of Table Delicacies.

GET PRICES FROM YOUR JOBBERS.
YOU WILL FIND THEM RIGHT.

W. CLARK, LIMITED, MONTREAL

Right Now

YOUR sales of canned goods should be increasing. The prices are the lowest they have been for years. Let us replenish your stock with **TARTAN BRAND**—the brand that has stood the test of years—it cannot be beat for quality and purity.

Introduce the **TARTAN BRAND** to your customers—they will appreciate your regard for their interests.

The majority of "quality" grocers from Hamilton to Vancouver handle the TARTAN BRAND. Are you one of them? It will pay you to get into line.

Book 1914 Canned Goods with us. We will protect you fully.

Tartan BRAND

THE SIGN OF PURITY

Groceries, Spices, Canned Goods, etc., etc., etc.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON, ONT.**

The Bowser Red Sentry Pump means Pure Gasolene for the motorist and More Business for the grocer. We've taught the motorist to look for the Red Sentry and we've made a Red Sentry with electric bulb that will show a red light at night and look for the motorist. An automobile is like a wagon load of money rolling along and paying some out to each enterprising merchant. Get yours! We'll show you! A

BOWSER
ESTABLISHED 1885

Outfit in your store means *increased sales* of gasolene and kerosene *accurately measured;* it cuts out the "guess" and keeps in the profit. It keeps your store clean and saves soiling your hands with measure and funnel, it measures gallons, half-gallons, quarts, pints and half-pints, and shows the price, it shows how much to give for "five cents worth," how much to charge when you "please fill this can." Bowser and Oil Profits go together. Write for booklet "For Your Store." No obligation incurred.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue, - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.
Established 1885.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

LOOK!

Inseparable from quick sales and more than a quarter of it profit.

A case each of Richards Pure and Richards Quick-Naptha will keep you in good standing with the "Richards" users.

Your Wholesaler can supply you at once

The Richards Pure Soap Co.
Limited
Woodstock **Ontario**

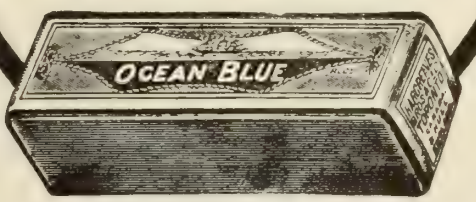
Your Laundry
Blue Trade—what
are you doing about it?
Isn't it worth while to increase
it by stocking and recommending

The absolutely dependable

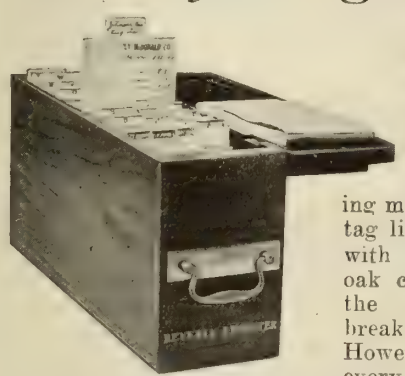
OCEAN BLUE

Ask your jobber to send a trial case or write us for samples and prices.

HARGREAVES (CANADA,) LIMITED,
33. FRONT STREET, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Donkin, Creeden & Avery, 117. Arcade Buildings, Vancouver, B.C.



The Register with a three-year guarantee



The simplicity and compactness of the **Beverly Account Register** —its strength in construction, being made of aluminum, tag linen, spring brass with a highly finished oak cabinet — reduces the possibility of breaks to a minimum. However, to give you every protection we will replace free of charge on receipt of damaged piece or any part of our register, broken by ordinary use in business within three years from time of purchase.

The **Beverly** is the little Account Register with a big capacity. It does everything a big, bulky register can do and does it better.

Made to suit all requirements. Write for full particulars.

The Beverly Register Co.
PICTON, ONTARIO

FROM COAST TO COAST

You can now obtain fresh supplies of

McVitie & Price's
HIGH-CLASS
BISCUITS

from the following appointed Agents—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.
Quebec & Ontario: C. H. Cole, 501 Read Buildings, Montreal; C. H. Cole, 122 Wellington Street West, Toronto.
Manitoba and Saskatchewan: Richards & Brown, Ltd., James Street, Winnipeg.
Alberta: Campbell, Wilson & Horne, Ltd., Calgary; Campbell, Wilson & Horne, Ltd., Lethbridge; Campbell, Wilson & Horne, Ltd., Edmonton.
British Columbia and Yukon: Kelly, Douglas & Co., Ltd., Vancouver; Kelly, Douglas & Co., Ltd., Victoria; Kelly, Douglas & Co., Ltd., New Westminster; Kelly, Douglas & Co., Ltd., Prince Rupert.

General Canadian Representative:
Mr. Sidney Owthwaite, 501 Read Buildings, Montreal.

McVitie & Price, Limited
EDINBURGH and LONDON

Thousands of Men had watched a kettle boil before one thought of harnessing the power that lifted the lid.

For generations people had to eat compound jams made from fruit refuse, glucose, starch, etc., or pay a high price for imported and other expensive jams, and it remained for us to produce a pure fruit jam at a popular price.

Banner Brand Jams and Jellies are absolutely pure, made from finest pure fruit and cane sugar only, and are positively the best value of any jam on the market.

Imitations of "Banner Brand" Pure Fruit Products are being freely offered and jealous competitors have copied our tumbler-container but, in spite of this, our business is increasing by "leaps and bounds," and the rich appearance, delicious flavor, and absolute purity has made "Banner Brand" the popular line everywhere in Canada.

Order from your wholesaler and make a display of "Banner Brand." It will bring you good business.

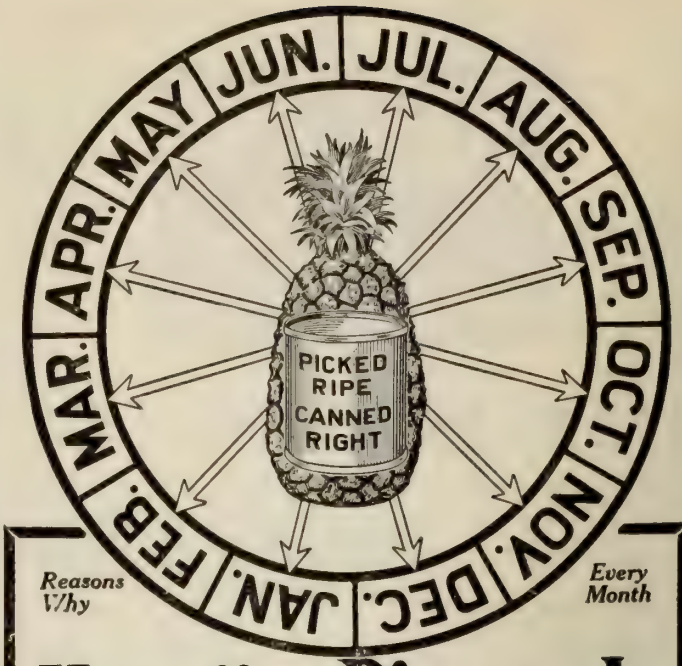
Put up in the *original* tumbler, 12 ozs.; Nos. 2, 5 and 7 gold-lacquered, sanitary pails and 30-lb. wood pails for bakers' use.

Lindners Limited

WINNIPEG
306 Ross Ave.

TORONTO
340 Dufferin St.

Representatives:
Watt, Scott, Limited, Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver.



Reasons Why — *Every Month*

Hawaiian Pineapple

Sells All Year Round

Picked ripe and canned right *and priced right*, **Hawaiian Pineapple** sells steadily *while "fresh" pineapples are in season* because people prefer its big, golden luscious slices to pineapples ripened off the field. It is *tenderer, better flavored, more economical* for eating sliced, and can also be obtained ready crushed or grated—very convenient forms.

After the "fresh" pineapple season is over, **Hawaiian Pineapple** keeps on selling, *right through the year,* simply because it's so delicious and you can always get it always good.

Sugar tariff reductions have made possible a further lowering of the price of Hawaiian Pineapple. Ask your jobber.

Our magazine advertising (twenty-five magazines with fourteen million subscribers and three times that many readers) sends customers to you ready to buy; you'll sell more if you'll open a few cans and demonstrate. Its beautiful golden color and exquisite aroma sells itself.

There's a prize ad going out in May magazines which will make housewives buy **Hawaiian Pineapple** faster. If you haven't seen our unusual book of recipes, better write for it to-day. It's free to everybody.

HAWAIIAN PINEAPPLE PUBLICITY DEPT, Tribune Bldg., New York

The Hawaiian Pineapple Packers' Association of Honolulu, Hawaii, comprises the companies, being all the packers of pineapple in the Islands of Hawaii:

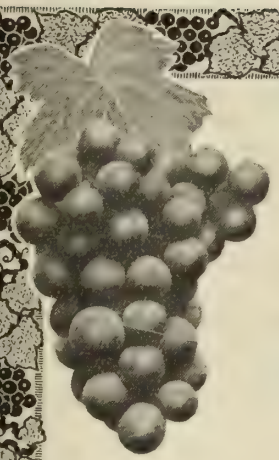
HAIKU FRUIT & PACKING CO., Ltd., Haiku, Maui, Hawaii
DEMING & GOULD CO., 326 West Madison Street, Chicago, *U. S. Sales Agents*
HAWAII PRESERVING CO., Honolulu, Hawaii
CALIFORNIA FRUIT CANNERS ASSN., 120 Market Street, San Francisco, *U. S. Sales Agents*
HAWAIIAN ISLANDS PACKING CO., Honolulu, Hawaii
GRIFFEN & SKELLEY CO., 16 California Street, San Francisco, *U. S. Sales Agents*
HAWAIIAN PINEAPPLE CO., Ltd., Honolulu, Hawaii
HUNT BROS. CO., 112 Market Street, San Francisco, *U. S. Sales Agents*
KAUAI FRUIT & LAND CO., Kauai, Hawaii
KELLEY-CLARKE & CO., Seattle, Washington, *U. S. Sales Agents*
LIBBY, McNEILL & LIBBY (Incorporated), of Honolulu, Hawaii
LIBBY, McNEILL & LIBBY, Chicago, *U. S. Sales Agents*
MAUI PINEAPPLE CO., Maui, Hawaii
GRIFFITH-DURNEY CO., 1 Drumm Street, San Francisco, *U. S Sales Agents*
PEARL CITY FRUIT CO., Ltd., Honolulu, Hawaii
THEO. H. DAVIES & CO., Ltd., 260 California Street, San Francisco, *U. S. Sales Agents*
THOMAS PINEAPPLE CO., Wahiawa, Hawaii
THE J. K. ARMSBY CO., 627 Howard Street, San Francisco, *U. S. Sales Agents*

St. Lawrence

Granulated
100 PER CENT. PURE CANE SUGAR

Put up in convenient sized white cotton bags:—
10 lb. Cotton Bags, 10-10s to the gunny.
20 lb. Cotton Bags, 5-20s " " "
25 lb. Cotton Bags, 4-25s " " "

Also our DOLLAR COTTON BAGS.



Your Best Sale Is the Sale That Makes Itself

The article that "sells itself" because the customer has already formed a preference for it—the article that "repeats" because it fulfills the promise made for it—the article that needs neither excuses nor explanation—the article with a reputation and a character to back it up—that article is what every good grocer acknowledges to be the best sort of product for his name to be associated with as a dealer.

You'll find just such an article in

Welch's

GRAPE JUICE

Welch's keeps on making new friends every day—and its old friends grow stauncher as the years roll on.
Push Welch's, because it has the confidence of every one who has tried it, and because it cannot fail to win the approval and hold the confidence of every one who tries it at your suggestion.
Write us for our free window and store advertising material—it is beautifully attractive and helps "dress" your store.

The Welch Grape Juice Company, Westfield, N.Y.

ZIP

Hand Cleaner—The Reliable

As name indicates, it works quickly. **Zip**, and it's off. No dirt can remain after a rub of **Zip**, and no dissatisfaction can arise after a sale of **Zip**, in the 'generous' can.

The Zip Mfg. Company, - Sutton, P. Q.

AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.

These Busy Bees Bring Profits To Your Hive

You should get them working for you without delay. **Bee Brand Jelly Powders** sell for 5c a package—equal in quality to any 10c line on the market. A sure trade-getter.

Bee Brand Starch and **Bee Brand Borax** are two more of our wonder-workers that help build up profits.

Responsible agents will hear of a good proposition.

FORBES & NADEAU, Montreal, Que.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

MORROW & COMPANY
CEREALS

TORONTO, - - - - - CANADA.

Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

COLLECTIONS!

Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.

COMMERCIAL COLLECTION CO.
77 Victoria St., Toronto, Ont.

W. G. PATRICK & CO.
Limited.

Manufacturers' Agents and Importers.

51-53 Wellington St. W., Toronto

AGENCIES SOLICITED

Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.

M. D. BEARD
50 Front St. East TORONTO

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO

RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.

We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA. SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.

Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers

WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co., Ltd.

Wholesale Grocery Brokers

181-183 Bannatyne Ave.

Winnipeg, Canada

Branches Covering
All the Wholesale Centres in the West

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.

We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO., LIMITED
Importers, Brokers and Commission Merchants

Representing Pugsley-Dingman Co., Limited
Canned Foods, Limited
312-314 Ross Avenue Winnipeg

WESTERN PROVINCES—Continued.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.

857 Beatty Street . Vancouver, B. C.

O'LOANE, KIELY & CO., LTD.
Wholesale Grocery Brokers and Commission Merchants. Canned Goods, Dried Fruits, Cereals and Grocers' Sundries. Buyers' and Sellers' Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun.
VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers

I am open for a few more agencies, and can handle them to advantage.

Have You a Line of Candy Gross Goods?

CLAUDE BEAUCHAMP
223 Commissioners St., Montreal

ENJOYED BY ALL

WHO USE IT

MAPLEINE

has become an everyday flavor with many housewives and chefs.

ORDER FROM

FREDERICK E. ROBSON & CO.
25 Front St. East
Toronto, Ont., Canada

OR

MASON & HICKEY
287 Stanley St.,
Winnipeg, Man., Canada

CRESCENT MFG. CO., Seattle, Wn.

OAKEY'S

The original and only Genuine Preparation for cleaning cutlery.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

BRAND STUHR.

STUHR'S

CAVIARE

FILLETED ANCHOVIES

(In Brine).

ANCHOVY PASTE

(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE, $2.00.

ALL ORDERS PAYABLE IN ADVANCE

MacLean Publishing Co.
145-149 University Ave., Toronto

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache.
If you are feverish.
If you do not sleep well.
If you are nervous.
If you have LaGrippe.
If you suffer from neuralgia
These powders are very good for children cutting their teeth
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

MONEY

comes readily for VIG-NOL, the friend of the housewife, because it cuts down laundry work and produces splendid results at little expense.

VIG-NOL contains no injurious acids, but the materials employed act in such a way with the steam that all dirt is driven by force from the clothes, thus doing away with the scrub.

Big Profit. **Special Display Stand.** **Sure Sales.**

Learn More About Vig-Nol.
There's a Special Offer Awaiting You.

H. NAGLE & CO. P.O. Box 2024 **Montreal**

Jobbers, Write for Discounts.

THE

Fitz-em-all Rubber

MAKES A POSITIVE SEAL

Made of a very soft, pure gum rubber, this jar ring gives a positive seal. It is guaranteed to fit all jars, all sizes.

Order your stock of Fitz-em-all Jar Rings and Queen Square Fruit Jars now. Handsome eight-color window display given free with a 5-gross order of Queen Square Fruit Jars. They are quick sellers.

Jimmy jar opener and 1st prize preserving and canning recipes of all fruits and vegetables with every dozen of Queen Square Jars.

Manufactured by
Smalley, Kivlan & Onthank
BOSTON, U.S.A.
Sold by all first-class dealers

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

LOOK IT UP IN—

THE GROCER'S ENCYCLOPEDIA

A VERITABLE CONSULTING LIBRARY

Full information on every article handled by the grocery and provision trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of **all foods** that you have ever seen or heard of. **Food dictionaries** in English, German, French, Italian and Swedish. The most complete descriptive **wine** list ever compiled.

What they say about the Grocer's Encyclopedia

"We congratulate Mr. Ward upon his work——We wish it could be placed in every store, for it is a treasure house and is sure to pay big dividends."—**American Grocer.**

"A book every grocer should have——the price charged for it is very small compensation for a life work of this character."—**Michigan Tradesman.**

"Will astonish the average grocer."—**Ideal Grocer.**

"Every dealer in food products should have a copy close to his elbow."—**Butcher's Advocate.**

"Should prove of great value to every grocer."—**Up-To-Date.**

"Every conceivable article from A to Z that may be sold in the grocery store is thoroughly described in it. It is a book which would form a handsome addition to the library of any merchant handling foodstuffs and allied products."—**Canadian Grocer.**

"The color pages alone are worth the price. Words are unable to do the work justice."—**New England Grocer.**

"The merchant who does not think better of his calling in life as he glances over The Grocer's Encyclopedia should get out of the business."—**N.J. Trade Review.**

"The most beautiful colored plates that ever appeared in a work of encyclopedic character."—**N.Y. Press.**

"This book is without doubt the best thing of its sort that has yet been issued in this country."—**Grocery World.**

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on fine calendered paper and strongly bound in heavy buckram.

Price only $10.50

Delivery Prepaid

Examine this book for ten days and if you do not think it worth the price, return it at our expense and get your money back.

All orders payable in advance.

BOOK DEPARTMENT

THE MACLEAN PUBLISHING COMPANY, Limited

143-153 UNIVERSITY AVENUE, TORONTO

ALSALT from Ireland

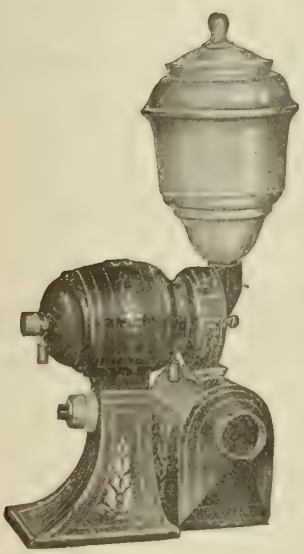
Gold Medal Sterilized Salt, in Tins and Small Bags, for Table Use and Cooking.

The only sterilized salt obtainable, awarded Gold Medals at Brussels Exhibition, 1910, and Diplome d'Honneur at the Turin Exhibition, 1911. Patents and Protections already obtained in Great Britain, Canada, Australia, New Zealand, India, South Africa, United States of America, France, Germany, Austria, Russia, Hungary, Spain, Italy, Holland, Argentine, Egypt, Switzerland, Mexico, Japan, China.

Sold in Car Lots, Wholesale Trade Only. Send for Prices and Samples.

Kirkwood & Sons
DISTRIBUTORS FOR CANADA.
176 Dupont Street
Toronto, . - Canada

Electric Cut Your Coffee



With an Electric Cutting Machine designed with Machine Steel Burrs tempered in Oil, which produces evenness in Grind, thus improving the Cup quality of the Coffee. Has also a Fan connected with the Rotating Burr, which keeps the Grind Head clean, so there is no danger in mixing Grades.

There is also a Numbered Setting Device arranged so that you can give your customers their Coffee as they like it. Sold on Monthly Payments and Positively GUARANTEED. Live agents wanted at principal points in Canada.

J. H. Galloway
11 Market Street
HAMILTON, ONT.

Makes a Bond Between Store And Customer

If you can always supply Shirriff's, you can always keep your customers in line.

Once a Shirriff's customer—always one, for she knows she can use less of Shirriff's to get the same results. Its delicious flavor and exquisite bouquet are not even approached by ordinary extracts.

Get your customers solid for this line and they will be solid for your store.

Shirriff's True Vanilla

is fifty per cent. stronger than the Government standard. It is made from the finest Mexican Vanilla Beans. It has been giving satisfaction for thirty years. Write us.

Imperial Extract Co.
Steiner and Matilda Streets
Toronto

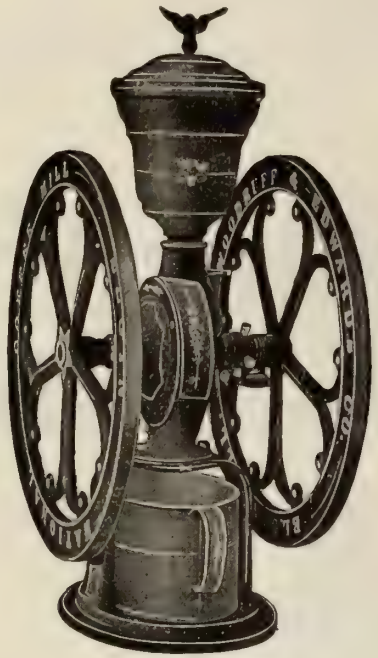
The fastest coffee grinding mill

We guarantee **Elgin National Coffee Mills** to grind **Faster** than any other Coffee Mills of corresponding size.

No Operating Expenses

These features along with lifetime durability and the perfection of the work it does is good reason why you should install one of the **Elgin Mills.**

The first cost is the only cost and in this there is a saving over the price of many other makes—there is no added expense for operation. A few turns and the coffee is ground.



No. 40

Write to any of these jobbers for illustrated catalog containing prices. Don't delay—Act to-day!
MONTREAL—L. Chaput, Fils & Cie., Limitee; The Canadian Fairbanks Co. (and branches); Minto Bros.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.
QUEBEC—Minto Bros.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); The Colville Co. (and branches).
REGINA, Sask.—Campbell, Wilson & Strathdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, Alta.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas Co., Ltd.; Empress Manufacturing Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

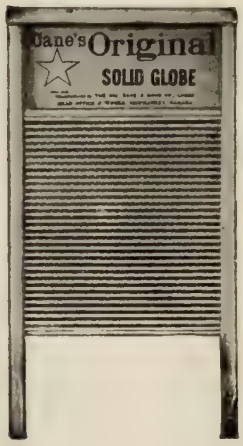
From Clothes-Pins Up

You will find the "Cane" Woodenware perfect in finish and construction.

The years of service and the satisfaction that our lines have given, prove that they are absolutely reliable. Our washboards are made in 12 different styles, they meet every requirement and will prove a profitable line for you to stock.

Write for catalog on Cane's Washday Woodenware, very convenient for reference.

Your wholesaler can supply you.



The Wm. Cane & Sons Co.

LIMITED

Newmarket, Ont.

Let Reason Prevail

If you were a manufacturer of chocolates—
If you had a line to enthuse over—
If it had a delicious, creamy, inimitable centre—
If it had been guaranteed superb by experts—
If it allowed a clean 60% profit—
If it was guaranteed in every detail—

If You Advertised it to the trade?

Wouldn't you expect a hearty response?
Wouldn't you feel that retailers also would enthuse?
Wouldn't you anticipate requests for samples?
Wouldn't you look for co-operation from the retailer?

BECAUSE he could specialize with it,
BECAUSE IT WOULD PROVE MAGNETIC,
BECAUSE it would swell profits, etc.?

BORDO

Is that very line and we want you to write for samples to prove it.

THE MONTREAL BISCUIT COMPANY

"The Originators" and Manufacturers of "SWEETS THAT SATISFY," MONTREAL

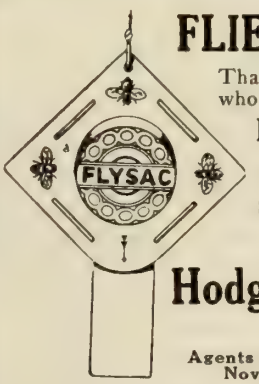
Condensed Milk from HOLLAND

Holland has long been famous for its dairying. We can supply you with Condensed Milk of rare purity, the best milk only, gathered from the finest pasture-fed cows being used.

The price is good

WOLFE & SERLUI
248 Notre Dame St., Montreal.

Agents: We have a proposition for you also for Gouda Cheese and Edam, Holland Herrings, Superb Anchovies, Dutch Biscuits, Peas, Beans, Rice, Barley, Spices from Dutch Colonies.



FLIES! FLIES! FLIES!

That will soon be the cry of the housewife who has not been wise enough to have the

FLYSAC FLYCATCHER
(BRITISH MADE)

in her home
Save Her Trouble and Recommend It.
70c. per Box of 50 pieces.

Hodgson, Sumner & Co.

MONTREAL **Limited**

Agents for Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island

We are also distributors of **Tenasitine,** manufactured by the same firm in England. This is the most effective adhesive line on the market to-day. Can be employed for mending china, glass, etc., etc.; in fact, will stick anything.

John Wanamaker says that advertising doesn't jerk — it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

Prosperity Rampant In the Peace River

Climatologists have figured out that a thousand feet reduction in altitude is equivalent to between three hundred and three hundred and fifty miles of latitude. Calgary district is about three thousand feet above sea level, Edmonton a little over two thousand; Dunvegan, on the Peace, is thirteen hundred, and Fort Vermilion, farther down the river, is only nine hundred and fifty.

These figures, considered along with the tempering influence of the warm Japan current, whose soft breath is wafted across the Rocky Mountain range on the wings of the far-famed Chinook, go to explain the miracles of production now heard of from what was once supposed to be the frozen and forbidding North.

So writes in the May MacLean's, W. D. Albright, a brilliant young journalist-farmer, now 800 miles north-west of Edmonton. On the ground, about which he talks, he is authoritative and convincing. The producing agents are getting down to business. Their assumption of such operations means a speedy return to business progress. Read this striking description of the third chapter in Western growth.

Then again the May issue of MacLean's is unusually bright by reason of the excellence of:

Canadians at Harvard. By H. G. Black.
John McClary—Still At It. By W. A. Craick.
The Business Outlook. By Jno. Appleton.
The Princess of the Stage. By Margaret Bell.
An Automobile Sprite. By B. B. Cooke.
The German Electric Genius. By F. W. Wile.
And the Five Entertaining Short Stories.
By Sullivan, Cooke, Pinkerton, Rorke, and Quarren.

The Coburn cover design for this month will appeal to every lover of Canadian art.

Send us a postcard and have your name placed on our subscription list.

Subscription $2.00 a year. *Twenty cents a copy.*

WRITE DEPARTMENT M.

The MacLean Publishing Co.
LIMITED

143-149 University Avenue, Toronto, Canada

Want Ads.

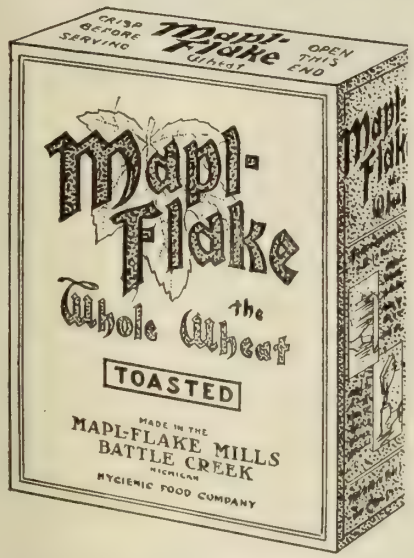
If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. You can speak across the continent with a condensed advertisement in "Canadian Grocer" for two cents a word.

Try it out.

When writing advertisers kindly mention having seen the advertisement in this paper. : : : :

Just What Canada Has Been Asking For—

The "New Health-Giving Cereal"



Men, Women and Children will "welcome" Mapl-Flake, for (it is the food that keeps one well.) There is no constipation, headache, or general depression while using Mapl-Flake.

It is the Cereal that puts New Life, Ambition, and Vigor into both Young and Old.

Packed in moisture-proof packages, 3 doz. in a case, at $3.60 case.

The Mapl-Flake Co. of Canada

309 and 311 King St. West, Toronto

Business Insurance

A Grocer is known by the goods he sells. If he makes sure that each line stocked is the best in its class, he is buying business insurance as well as merchandise.

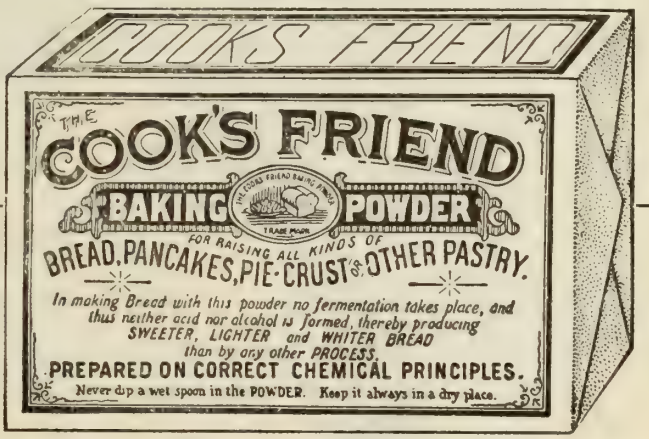
Cook's Friend

is the Baking Powder par excellence. It has been the leader for over 50 years. It is the brand all grocers should sell who desire to give their particular customers the very highest value.

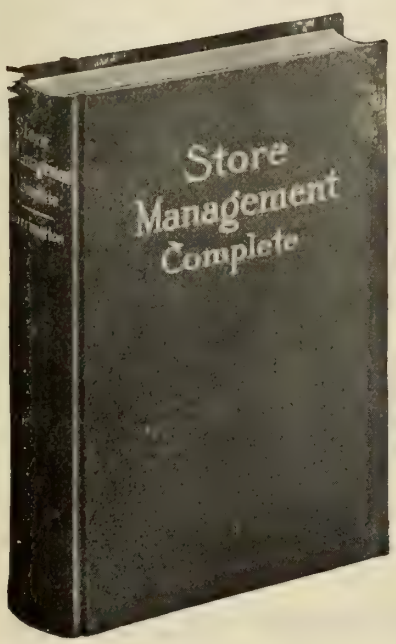
Cook's Friend is absolutely pure and always reliable. **Contains no alum.** An excellent seller and a good profit-maker.

Order from your wholesaler.

W. D. McLAREN, LIMITED
MONTREAL


COOK'S FRIEND
THE COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

ARE YOU THE MAN AT THE HELM?



Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your busines. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

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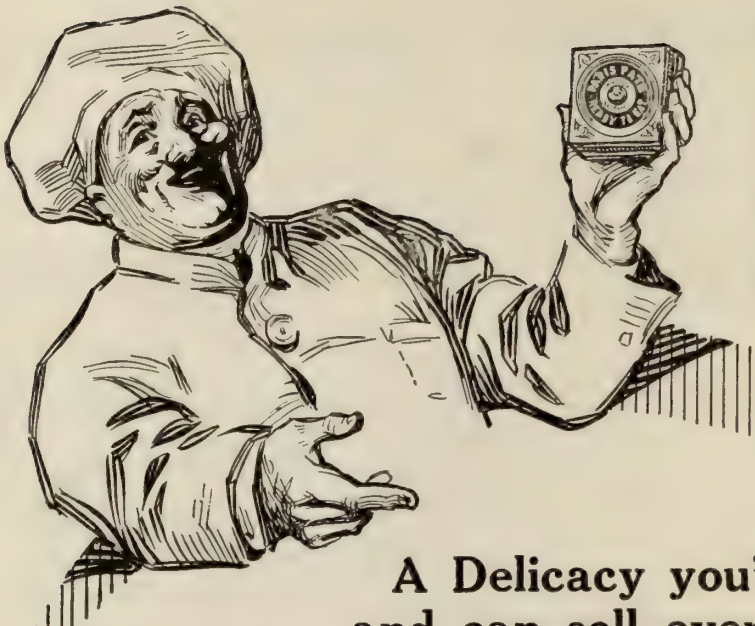

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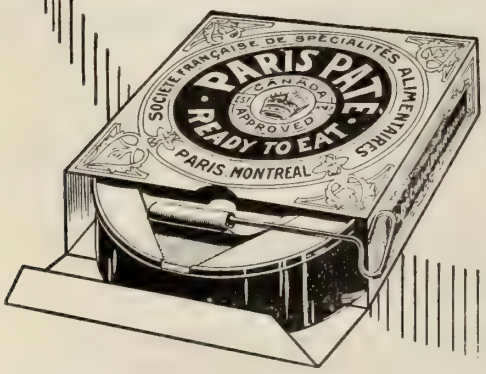

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is the national syrup—sold from coast to coast. Its sales about double those of any other syrup. You can get your share of the profits from Crown Brand Sales.

Why Not Order To-Day?

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Manufacturers of Edwardsburg Brands
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CANADIAN GROCER

VOL. XXVIII MAY 8, 1914 No. 19

Ontario R.G.A. Joins Hands with The R.M.A.

Following Conference With Latter Organization Affiliation Resolution Carries Unanimously — Year to Come Expected to Bring Forth Good Fruit—Grocers Will Still Have Their Own Officers and Own Meetings, as Previously.

Reported by Staff Correspondent.

THE Ontario Retail Grocers' Association is no more—in name, at least. A little over two years ago it was organized in Hamilton after a conference there of representatives from local associations in London, Brantford, Hamilton and Toronto, and from other cities in which no local association existed. Last week at an executive meeting of this body, following a conference in Toronto with members of the Ontario Board of the Retail Merchants' Association of Canada, it was unanimously decided to affiliate with the Retail Merchants' Association, and it will in future be known as the Grocers' Section of the Retail Merchants' Association, Ontario Branch.

Readers of Canadian Grocer are already familiar with the amalgamation proposals, as they were discussed at the annual convention of the Ontario Retail Grocers' Association some few weeks ago, and later at local association meetings of the Brantford and Toronto organizations, and reported in this paper. It will be remembered by those who have been following the matter that at the annual convention above mentioned the matter of amalgamation was left in the hands of the new executive of the Ontario R.G.A. Upon the invitation of the officials of the Retail Merchants' Association this executive assembled in Toronto on Wednesday of last week at the Grand Union Hotel, and later, after hearing the proposals of of the R.M.A. officials, and after discussing the matter until late in the evening, decided to join forces with the other body.

Retain Their Identity.

One of the points which stood in the way of many in joining with the Retail Merchants' Association was the belief that the Ontario Grocers as an organisation would lose their dignity. This, it was pointed out, however, would not be the case. The only difference would be that the association would change its name as above stated, would carry on all its deliberations by itself in the future, but would be subject to the by-laws and constitution of the Retail Merchants' Association of Canada, and would be permitted to enjoy the benefits which that association, through its Dominion charter, could alone give. When this matter and the question of finances were fully understood, the members of the executive had few further objections to affiliation.

Members of the executive of the Ontario Retail Grocers' Association, which name will now soon pass into past history, following were present:—President W. J. Mellen, Brantford; J. A. McIntosh, Hamilton; A. Palmer, London; E. K. Barnsdale, Stratford; Thos. Shaw, London; W. C. Miller, Toronto; E. F. Mason, Peterborough; Chas. McCauslond, Paris; G. B. Drake, London; Donald McLean, Toronto; W. J. McCully, Stratford; J. D. Wisdom, Allandale; D W. Clark, Toronto; Neil Carmichael, Toronto; and W. J. Parks, Toronto.

THE FINAL CHAPTER.

At the conclusion of the conference with the Retail Merchants' Association, the executive of the Ontario Retail Grocers' Association met again to review the points brought out at the conference, and to finally decide on whether they would favor affiliation or not. After considerable discussion, in which some opposed and some favored, the following resolution was drawn up by J. A. McIntosh, of Hamilton, and seconded by E. K. Barnsdale, of Stratford, and finally carried unanimously: "That this Ontario Retail Grocers' Association amalgamate with the Retail Merchants 'Association, and that our present officers continue in office as they are at present, constituted and to be known in future as the Grocers' Section of the Retail Merchants' Association, Ontario Branch."

The Amalgamation Resolution.

To begin with, the origin of the amalgamation proposals was the submission of a resolution by Eric C. Jamieson, a retail grocer of Hamilton, who has been a member of both associations, to the annual convention of the Ontario Retail Grocers' Association some three weeks ago. This resolution was published in its entirety in the Spring Number of April 17 in the report of the convention. Considerable discussion took place at the time, and there were many arguments both pro and con. during the two days of the annual meeting. The result was that the matter was left in the hands of the incoming executive to deal with. It was decided that if the new executive considered the proposals favorably after conference with the Retail Merchants' Association questions were to be submitted to each member of the Ontario Retail Grocers' Association and a vote taken on the entire matter by letter. While as yet this has not been done, it is practically a foregone conclusion that on the recommendation of the executive, who have heard the ins and outs of the matter, the big majority of the members will look upon the affiliation with favor.

At the meeting of the executive last week, prior to the visit to the R.M.A. rooms, there were several objections to amalgamation from various members. During the conference, which was also attended by a representation from the Ontario Hardware Dealers' Association, questions were asked the Retail Merchants by the representatives of the other two bodies and by the officials of the Retail Merchants of the delegates of the Retail Grocers' and Hardware Associations. These questions had principally to do with the numerical strength of the various associations and the financial

conditions, as well as to the accomplishments of each during the past. It was pointed out that while in days gone by the R.M.A. had shown a deficit, it was chiefly due to the cost of securing and preventing legislation, as well as the expense of running the office and the entire organization. This deficit, however, of the Ontario section of the Retail Merchants' Association has in later years been greatly reduced, so that at the time of the conference last week the assets were about equal to the liabilities. It was shown that in Ontario there are some 3,000 members of the R.M.A. The added strength of the Retail Grocers' Association will bring this up some 300 or 400 members more, and should the Hardware Dealers' Association decide to come in it will be still further increased by a couple hundred members. It is firmly believed by those who are in touch with the organization work, and who are optimistic of the future of the Ontario Retail Merchants' Association, that at their next annual convention there will be a substantial balance on the right side of the ledger, together with a greatly increased activity in organization work. At the conference it was stated that the cost of organization work alone amounted to between 50 and 60 per cent. of the entire membership fees. This is one problem which the merchants are endeavoring to change, so that this work will not cost so much—but more about this later.

Among the speakers of the conference were B. W. Ziemann, president of the Ontario Branch of the Retail Merchants' Association and president of the Dominion Board as well, who opened the discussion by giving his impression of the benefits to be derived from the affiliation; W. J. Mellen, Brantford; J. A. McIntosh, of Hamilton; Adam Palmer, London; F. C. Higgins, Toronto; E. M. Trowern; D. W. Clark, Toronto; J. A. Beaudry, secretary of the Quebec Branch of the R.M.A., Montreal; G. A. Maybee, president of the Saskatchewan Branch of the R.M.A, Moose Jaw; W. C. Miller, secretary Ontario Retail Grocers' Association, Toronto; R. D. Cameron, Lucknow, Ont., and others, in addition to the representatives of the Ontario Hardware Dealers' Association.

R.M.A. Case Presented.

Mr. Ziemann explained what he considered were the dominant features of the R.M.A. which would be of advantage to the other associations uniting with them. He explained at the outset the wide privileges enjoyed by the Dominion charter and maintained that a united body of all merchants was practically necessary to obtain legislation of interest to every dealer. So far as he could see, the interest of all sections of the trade were identical. There was no reason for separate organizations, each of which has to go after legislation by itself. He urged the point that if the other associations came in with the R.M.A. they would still have their own associations, but in addition would have the added prestige of all the merchants connected with the Dominion-wide organization. "Legislators," he said, "do not grant things always because they are right, but often because of the strength of the organization behind them." He called attention to the unjust co-operative buying principle, in which many farmers' clubs were becoming interested, where the Government used the public's money to assist these farmers in buying collectively direct from wholesalers and manufacturers. "It was," he said, "using the Government money, which was contributed by us, to aid competition against us."

The Finance Committee.

While it is not necessary to go minutely into the discussion, yet there were a number of points brought out which have governed in the past, or will govern the Retail Merchants' Association in the future, and which are of more or less vital interest to every member of the organization. One of these was the matter of financing. In the past the finances were handled through the head office at Toronto, but in future, they will be looked after by a finance committee composed of three members of the organization. One of these, as present constituted, is J. A. McCrea, a grocer of Guelph.

Another point is the method proposed to lessen the cost of organization. As above intimated the organization of the Retail Merchants' Association has been costing in the neighborhood of 50 to 60 per cent. The chief item of overhead expenses in connection with this, were the salaries of the organizers. These men went from town to town, all over the Province urging merchants to join the association and holding organization meetings. The change that has been proposed for the future, and which it is stated will materially reduce the organization cost is the dividing of the province into sections and placing an organizer over each. Not only will this organizer be responsible for the organizations in his district, but it will be his duty to assist in the holding of local association meetings and in arranging picnics, dinners, etc, etc., helping the local organization.

Credit Reporting System.

One of the strong features that helped develop the amalgamation spirit was the excellent credit reporting system of the Retail Merchants' Association. This has already been described in Canadian Grocer, and from all accounts it is bringing in more money to many members using it, than the annual fee of $5. One member at the conference mentioned how he had collected some $19 from five accounts in a short time which would pay for almost four years membership in the association. The members of the Ontario Retail Grocers' Association going into the amalgamation were strongly urged to look into the credit reporting system at once and acquire full benefits from it. It is the intention of the association in the near future to publish a list for the benefit of its members, of all the delinquents reported from members.

System of Collecting Fees.

The question of having the local association collect the entire fees, retain a per capita tax for local organization work and pass the balance onto the head office was discussed at length. Adam Palmer of London, Ont., gave some strong evidence showing that this could be done in London, but Mr. Trowern and others maintained that it could not be satisfactorily maintained in every city in Ontario. The method at present in use is to have the head office collect the entire fee of $5 for its own use and any additional fee, which the local association feels is needed to carry on its work. This additional fee is then returned to the local organization.

After the general conference, and after the dinner given by the Toronto branch of the Retail Merchants' Association, the executive of the old Ontario R. G. A. assembled again, passed the resolution presented in another column and appointed a committee to work out details in connection with the finances and to look over the constitution and offer suggestions. This committee consists of J. A. McIntosh, chairman; D. W. Clark, W. C. Miller and W. J. Parks.

RATING THE CONSUMER.

At the Annual Meeting of the Dominion Board of the Retail Merchants' Association in Toronto last week, J. A. Bucknall, secretary of the Alberta branch, exhibited a sheet showing list of consumers in the Province of Alberta with their rating. This black list is gotten out by the Alberta section of R.M.A. once a month and sent to each member. Mr. Bucknall pointed out that the chief benefit lies in the fact that a merchant has this for reference any time an applicant applies to him for credit. All he has to do is to look up his last monthly sheet, find the name of the party and determine whether he would be justified from the rating, in giving him or her credit. This the secretary pointed out is one of the most important parts of the work of the association in that Western Province.

Window of Peebles, Hobson & Co., Hamilton, Ont., dressed by Wm. Marsh, which won first prize in Canadian Grocer's Easter Window Display Contest.

Easter Window Displays of Considerable Merit

Some of the Winners in Canadian Grocer Contest—Trims Judged From Standpoints of Selling Power, Originality and Attractiveness—These Displays Should be Kept on File.

FIRST prize in Class I. was given the display made by William Marsh, with Peebles, Hobson & Co., Hamilton, Ont., because of its selling qualities.

The window was constructed with large pyramid of cherries and figs in marasquin in centre with one on either side of assorted vegetables and mushrooms in glass. In the front was a variety of nuts, also shelled nuts, Tunis dates, chocolates and confectionery; the body was well filled with fruits, jams, jellies, salad dressing, French and stuffed prunes and fresh pineapples. Two small baskets of fresh eggs were placed on either side, backed up with a large variety of plain and stuffed olives in bottles, ripe olives in tins, olive oil in bottles, fresh pineapples; also two large fancy baskets containing Tangerine oranges and grape fruit. Two large show cards reading "Season's Greeting" and "Easter Specialities," with several other smaller cards were placed at vantage points in the window.

It can be seen at a glance that here is a trim of the high-class character and one that would be bought to create appetites and business. Probably an Easter lily or two might have made it appear a more seasonable trim, but the show cards, however, help to do this.

* * *

The winner of the second prize was the Fort Garry Market Co., Ltd., Garry street, Winnipeg. This was confined chiefly to provisions and canned goods, and the judges concluded from the photograph that, combined with the general aspect of cleanliness about the window, it would create appetites and sell goods. The entries were, as usual, judged from the standpoint of Selling Power, Originality and Attractiveness in the order mentioned. The goods

This appetizing display of hams, canned goods, etc., shown by the Fort Garry Market Co., Ltd., Winnipeg, Man., captured second prize in the Easter contest.

The attractive Easter trim of G. F. Grinyer, Eglinton, North Toronto, winner of third prize.

shown here include bacon, hams, lard, eggs, butter and canned tomatoes and peas, all lines that are appropriate for Easter time following the season of abstenance during Lent. The Fort Garry Market Co., also contributed another attractive display for the contest, the originality of which attracted comment from the judges.

* * *

An "Easter Flavor" is certainly to be seen in the window display of G. F. Grinyer, Eglinton, Ont., winner of the third prize in the contest. The chief value of this display lies in its attractiveness due to the profusion of Easter lilies and the neat arrangement of the fruits and vegetables.

A large square was formed in the centre with baskets of tomatoes, filled in

(Continued on page 49.)

The Easter window display of Bertin's, Limited, Swift Current, Sask., which secured first prize in contest for centres under 10,000 population. A description is unnecessary, as the cut shows plainly how the window was trimmed. This was considered an appropriate, fine selling trim.

Many Merchants Attend Alberta Convention

Problems of Vital Importance to Retail Trade Up For Discussion —Legislative and Educational Topics on the Slate—Address on Credit—Its Use and Abuse.

CALGARY, ALTA., May 5—(special)—Merchants from all parts of the province are here this week attending the big convention of the Alberta Branch of the Retail Merchants' Association of Canada.

Subjects of paramount interest to the retailer are under discussion and many of the leading merchants in the province are taking part.

Among the questions on the slate are proposals relating to a Small Debt Court; Credits; the Local Newspaper and its Relation to the Retail Trade; Advertising; the Pure Food Law, etc.

There is also an exhibit in connection with the convention, manufacturers and wholesalers of the province showing their wares to the retailers and general public.

A complete report of the proceedings will be forwarded for next week's issue.

Address on Credit.

One of the addresses presented at the convention was by C. L. Carter, Calgary, secretary-treasurer the Canadian Credit Men's Trust Association, Alberta Division, on "Credit—Its use and abuse." It is given almost in its entirety as follows:—

"In all cases credit should represent positive values, and should be at most a very limited anticipation of those values, or, to simplify this statement, a merchant should be reasonably certain that his customer is or would be financially responsible for a much larger sum than the amount of credit extended.

"Credit always implies the confidence of the creditor in the debtor, and a "Credit System" is one of general confidence of people in each other's honesty, solvency and resources.

"By means of a credit system a comparatively small sum of money can be used as the basis of a number of different transactions, but it is indispensable for every good system of credit that money must be instantly available when required, and this principle applies to every species of transaction where postponed payment is concerned. Nations, banks, mercantile houses great and small, the retail merchant and the consumer must conform to this law of finance, and when it is broken confusion arises immediately.

"While, as I have said said, the principles of credit remain unchanged, conditions regarding same have gone through a process of evolution which renders the methods of the credit of the day entirely different from those in use even thirty or forty years ago.

The Man Who Comes and Goes.

"In every comparatively new territory there are a certain number of irresponsible and frequently dishonest merchants who spring into business as mushrooms grow up in the night, a menace to the wholesaler and the legitimate retailer alike, and who just as quickly vanish, (and in many cases their merchandise vanishes with them). It is to combat propositions of this kind that the present modern methods of credit have been evolved. This does not mean in any way that credit has been restricted, but by systematizing its conduct it is now more intelligently dispensed, and by eliminating the unworthy customer, the wholesaler is in a better position than ever before to contribute to the requirements of those who merit his confidence.

"By this procedure the wholesaler not only protects himself by minimizing his losses through bad debts, but he also upholds and maintains the interests of the reputable hard-working merchant who suffers just as directly and just as severely from the depredations of these mercantile pirates, who do not care whom they injure in carrying on their fraudulent transactions.

"There are certain qualifications in his customer which the wholesaler has a right to expect, and there is a certain protection which he has a right to demand. Among the qualifications are character, or honesty, ability, and capital. The first is easily the most necessary of all, the second is essential, the third very desirable, but given the first two, honesty and ability, the merchant will prove a much more satisfactory customer than, if possessing ability and capital, his business methods are yet not above criticism. I do not imply that the latter is an unsafe customer—tangible assets are always an important factor as a basis for credit—but I do mean that no wholesale house can have absolute confidence in a merchant, however well-to-do, if his reputation for fair dealing is questionable.

Need of Adequate Insurance.

"I have said that there is a protection which the wholesaler has a right to demand. His goods should be properly housed, properly cared for, and if credited out in turn, the utmost care should be taken to see that these credits are directed in the safest possible channels. I need not lay emphasis on the necessity of adequate protection from loss by fire. Every facility is offered the present-day merchant in securing insurance in reputable companies and every business man owes it to his creditors (if he has any)—to himself and to his family in any case—to make ample provision along this line against the possible destruction of his merchandise and buildings by a devastating fire. I am not here to talk insurance but I would like to say while on this subject that too much care cannot be exercised in the selection of the insurance companies and in seeing that policies are correctly written.

"Business experience is also a good asset for the prospective customer, but I have not considered this absolutely necessary. Many merchants with years of experience behind them have failed most disastrously, and many with the most superficial training have been entirely successful. In checking carefully the causes of failure in a number of insolvent concerns which have come under my personal notice, I find the great majority of these were due to lack of business ability. Under this heading I include over-buying, injudicious selection of stock, over-crediting, and inability to compete with more alert and better trained opposition. Want of capital was of course also contributory, but I do not hesitate to say that the result while perhaps postponed would inevitably have been the same.

Fraudulent Cases Few.

"Dishonesty was apparent in a few instances, but I think it is only fair to say that in most of these deplorable cases the fraudulent features did not appear to have been premeditated, and only developed when other conditions made the situation hopeless.

"And now after the wholesaler or his credit man has satisfied himself that the customer is worthy of credit, and shipped the goods, the question of payment comes. It is customary for purposes of convenience to pass drafts for the amounts due according to terms of the

(Continued on page 38.)

CANADIAN GROCER

Established 1886.

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PUBLISHED EVERY FRIDAY.

TORONTO, MAY 8, 1914

A PLEA FOR ORGANIZATION.

NOW THAT THE ONTARIO Retail Grocers' Association has thrown in its lot with the R. M. A. as recorded in this issue, every member of that organization should work assiduously in the interest of the retail trade. Bridges that have been crossed should be burned and the past forgotten. A bright future opens up to a united phalanx of retailers. The merchants of Ontario as well as other provinces are entitled to things which they have not got. Now is the time to lay the plans and to get after these things.

While the Ontario R. G. A. is now a part of the Merchants' Association, yet it will continue to do business as before. Local meetings will be held as well as executive meetings of the officers, and annual conventions. That means the retail grocers of Ontario will be in a position to discuss as they may desire, the problems that affect their trade, and after having reached the conclusion as to what legislation they desire or what changes they may want, they have the backing of the Retail Merchants' Association to help them get them.

One of the great drawbacks in the past to progress in association work has been the indifference of the great majority of the trade. Men who are in the grocery business, and who have given years of thought to the elevation of it, see a number of things that should be remedied. These are presented at the different association meetings, and fully discussed; but when it comes to getting our law makers to see the justice of the claims, lack of sufficient numbers has in a great many cases meant failure. Then again in many cases, legislation that has been gone after, and been secured, benefits all grocers alike. Up to the present, only those who belong to the association have contributed to the obtaining of this beneficial legislation. This is not exactly right. While there are many men in the trade so situated that they may not be able to personally lend their assistance in organization work, yet they could always lend their financial aid. Money is absolutely necessary. A number of good men are needed always to carry on the work successfully. Then as occasion arises, when a delegation of merchants is required at any of our parliaments every man should consider it his duty to be present. Labor organizations get things because they are united. Manufacturers' associations get things because they are organized. The same applies to other people, but if the retail grocer and the retail merchant could only see the wonderful strength the retail trade would have, if every man lent his financial as well as his personal influence there would not be a man outside the retail association to-day.

Now is the time to become identified with the Retail Merchants' Association. If you are a grocer or a general merchant, get in touch with the secretary of the grocers' section of the Retail Merchants' Association, no matter in what province. When 75 per cent. or even 50 per cent. of the entire trade join together, then the government will simply have to give justice to the retail trade.

CHICAGO'S MUNICIPAL GROCERY FAILS.

HUMAN NATURE has been responsible for the successes and adversities of a good many enterprises. This story is in connection with the latter and it will be of intense interest to the retail grocery trade.

Some time ago Canadian Grocer announced that Chicago had gone into the retail grocery business. That big city has failed to make good and the crepe now hangs upon the door of the deceased. Why? All on account of human nature.

County Agent Joseph Meyers, who was appointed to conduct a post mortem on the experiment, declares that despite the effort of the city to sell supplies to the unemployed at cost, the people seem to prefer to deal with the private markets, where there is no aspect of charity in the transaction.

The advent of the store was hailed as a great step toward solving the high cost of living problem. No profit was to be made, and families temporarily without any income were to be supplied with food at wholesale prices. For the first few days the store was in operation sales were extensive. Then came such questions as: "Is your husband out of a job? We sell only to the unemployed." This revealed the hidden hand of charity. With the questions came an immediate falling off of customers and business has since dwindled until it was found necessary to close the store.

"Although the sales have not been as large as expected," said Mr. Meyers, "that is not the reason for closing the store. It was opened for the purpose of helping the unemployed during the winter months. The

sales have steadily decreased, the people seeming to prefer to trade with private grocers."

The city paid for the fixtures of the store, and the money thus expended is said to be all that the city will lose by the experiment. It has, however, gained considerable experience.

PROHIBITS BUTTER SUBSTITUTES.

THE DAIRY PRODUCTS BILL has been passed by the House of Commons. This is an act "to regulate the manufacture and sale of dairy products and to prohibit the manufacture or sale of butter substitutes." Several years back there was an act passed which prevented the manufacture or sale of oleomargarine, the new bill being designed to protect more fully the interests of the dairyman.

When the bill was in committee, a member asked the question:

"What are people to do who wish to purchase an absolutely healthy substance, labeled for what it is, and not purporting to be butter?"

To this Hon. Mr. Birrell, Minister of Agriculture, who fathered the bill, replied:

"This matter has been discussed very thoroughly, not only by the dairy associations, but also in the Agricultural Committee of this House, where this clause was carefully considered. I am not disputing that oleomargarine might be made of perfectly healthy substances and be wholesome as food; but, on the other hand, this is the oldest piece of dairy legislation on our statute book, passed in 1886; and though there have been occasional criticisms, I do not think that any Government has thought it wise to change it, nor, I confess, do I. Although oleomargarine may be wholesome, yet, unfortunately, in practise, where the by-product of carcases of animals can be made up into a product resembling butter, and it may be sold by the merchant on its merits as oleomargarine, by the time it gets to the table of the second-rate hotel or restaurant, it is sold to the customer who pays for butter. In the United States, where they have had some such provision as the hon. member would indicate, they found it almost impossible to work it out in practice, and it has given endless trouble. I must say that in the interests of the dairymen as well as of the general public it would be very unwise to alter this section."

SALES FORCE EFFICIENCY.

ONE OF THE MOST difficult problems that the grocery merchant faces is the maintenance of sales force efficiency. There is so vast a drop from the height of salesmanship perfections to the depths of incompetence where so many belong who essay the role of salesman, that the success of a business depends to no inconsiderable degree on the point between the two extremes that the staff average attains. If the average is low, the business will not prosper, no matter how well it may be managed otherwise, or how high the standard of the stock carried may be.

The average salesmanship in the average big store is probably not very high. Among other qualities required to make a good salesman is ambition; and it is not often possible to infuse the spark of ambition into the whole staff. Clerks who lack the desire to get on in life seldom have the desire to run up a big sales total or to be consistently courteous and obliging to customers. With a certain number of clerks of the non-ambitious type scattered through the staff, the possibilities of creating big increases in business are seriously curtailed.

In some of the larger stores, a method is followed to overcome this. Each salesman is provided with a weekly sales record, showing what sales he, or his predecessor, made during the corresponding week of the previous year, figures being thus given to show the salesman what he has to beat; for in these stores, increases are regarded as absolutely essential and the salesman who cannot keep up his end is soon replaced. It is a hard rule and under it only the fittest survive, but it surely creates a high average of salesmanship. The weak links in the chain are soon detected. At the same time, it gives a capable clerk full opportunity to show his ability. When a salesman is showing results, his good work cannot be overlooked.

KNOW THE PURCHASER.

WHEN A SERVANT ORDERS goods on behalf of his or her employer, the merchant should know that the employer is the real purchaser.

In a New York court recently a case went against a dealer simply because he had not taken the precaution to determine who was the debtor, the servants or their employer. The servants bought goods galore and had the purchases charged up to the employer. When the debt had reached $2,453, the account was presented. Then it was discovered that the servants had ordered the goods unknown to their employer, who refused to pay. The case was taken into court, but the magistrate held that because the employer did not partake of the delicacies or have any knowledge of their purchase, she was not liable.

EDITORIAL NOTES.

SELL CANNED GOODS by the dozen. There are few cheaper and more wholesome foods just now.

* * *

DESPITE THE FACT that the hen is busily engaged, price of eggs shows no particular tendency for the tobaggon.

* * *

NOW THAT THE BALL season has commenced it is anticipated that the delivery boy will again lose a grandmother or two.

* * *

ALBERTA MERCHANTS discussed some important business questions at their convention this week. Watch for full report in next issue.

* * *

THE AMALGAMATION OF the Ontario R. G. A. with the Retail Merchants' Association has been completed—now everybody pull together.

* * *

CHICAGO HAS LEARNED that she cannot even give groceries away at cost. Neither can a dealer make a success when he does the same thing.

* * *

THE TORONTO HOUSEWIVES' League is going into mourning because the council refused them markets all over the city. That is protecting the women against their own indiscretions all right.

* * *

THE WESTERN EDITOR of Canadian Grocer writing on the train from Saskatoon to Edmonton states that conditions in the smaller towns such as Yorkton, Humboldt, Wilkie, Wadena and others of similar size have been adversely affected but little by the trade depression. This, he says, is due to the fact that the people were not caught with large real estate holdings when the slump came.

Investments Apart From the Business Itself

Idyll of the Boy Who Found the Way Through Hearing Opportunity When She Knocked—Laying Aside From the Business a Certain Sum Each Year in Bonds.

Written for Canadian Grocer by Henry Johnson, Jr.

IN 1890, in the city of ————, a boy was born. Nothing unusual about that and, apparently, nothing unusual about the boy. He was just an ordinary, regulation, nondescript, redheaded youngster, sturdily built, with plenty of "git-up-and-git"—simply a good, healthy, wholesome sort of kid. There was in his character just one trait with which we have to do. That was the predisposition to "get there" in as lively a way as possible, by the shortest legitimate route. I say legitimate because, though the boy had unlimited ambition, he was made to play the game according to the rules. He was not to be tempted to do anything shady in any circumstances nor for any apparent reward. This indicates that he was entirely safe and sane; honest, industrious, hard-headed; a genuine, though not an exceptional North American hustler.

Barney Leaves School.

Like many another practical-minded youth, this boy did his own thinking and was impatient of anything that he thought stood in the way of his material advancement. So he chafed under instruction in grammar and other regulation school-stuff, though he was good at arithmetic, spelling and other things which he could readily understand as having a direct application to everyday life. At fourteen, therefore, in 1904 that is, he persuaded his folks to let him cut school and go to work in Templeton's grocery store. It happened that Templeton's was the best store there and it also happened that Templeton was a merchant of the old school who knew how to tie old-fashioned packages and delighted to teach his boys everything on the old lines of the grocery business. This means that Barney's business education was thorough and absolutely practical.

Barney was only a boy. He was not a man all at once. Hence there was the usual amount of foolishness and playfulness in his development. He was no infant prodigy. There was nothing of the high-brow stuff about him. But he was of the stuff that soon tires of futile things. So at 18 he was a finished clerk. He knew the stock from top to bottom. He knew the store completely. He knew most of the costs and, being apt at figures, the margins were familiar to him. He knew all the customers and salesmen; and, because he was a bright, cheerful, inquisitive seeker after information, many of the "boys" liked to tell him things to help him along. Needless to say he always saved money. He was constantly thinking about how best to use that money, having in mind the starting of a business of his own, or going in with the "Old Man" some day. He had confidence in his own ability to handle his money properly, and did not fear to use it; but up to the beginning of his 21st year he had not used it—it was drawing the regular savings bank interest of 3 per cent., compounded semi-annually.

In 1910 Barney was getting $60 per month, and was the "main squeeze" in Templeton's store, and he was saving half his wages. That was the time that many high-class bond dealers awakened to the value of the small investor and began to comb the country for purchasers of $100 bonds. One particularly sincere, earnest young salesman used to talk with Barney about putting his money into bonds at 6 per cent. Barney listened and seemed to absorb all the reasoning, but could not quite see it until once when his friend went to him with a new line of argument about this way:

$30,000 at Fifty.

"Barney, boy, you are a young man with ambition to really accomplish something definite. You know that a competence, in money, is about as solid a thing as any man can work for. If, now, you were to be shown a way by the following, of which you could be SURE, ABSOLUTELY SURE, that at fifty years of age you could have a competence of $30,000 in good, solid securities, all without overtaxing your known capacity to produce and save, would you think it worth while to follow the plan during the coming 30 years?"

"Thirty thousand dollars, did you say, Jerry? Did I understand you aright? Stop a minute—do not answer too quickly; remember, old man, you are talking of a FORTUNE."

"Thirty thousand is right, Barney—here are the figures," and Jerry drew from his pocket a document covered with figures, as below:

Jan. 1/00	$150.00	
July 1/00	4.50	
	150.00	
		$304.50
No. 1 1/1/	9.13	
	150.00	
		463.63
and so on down to:		
No. 31 1/1	$788.68	
	150.00	
		27,227.88
7/1	816.84	
	150.00	
		28.194.71
12/31	845.84	
....		29,040.55

Barney looked at the figures for some minutes before he spoke, and Jerry did not interrupt his thoughts. Then Barney said: "Looks good, all right, and I surely shall not kick over any conclusion you have shown; but tell me, old man, why you slopped over to 31 years, and also why you have not shown the $30,000 in full?"

"Easy enough," replied Jerry. "To begin with, you are going to set aside $150, and thereafter you are going to put away $25 every month, on a plan I shall outline to you, and the result will be fully thirty thousand dollars—maybe more."

(Continued in next issue.)

EDUCATED HORSE AT STORE.

An entertainment that always can be counted on to draw an audience is an exhibition of a trained animal, especially an intelligent horse.

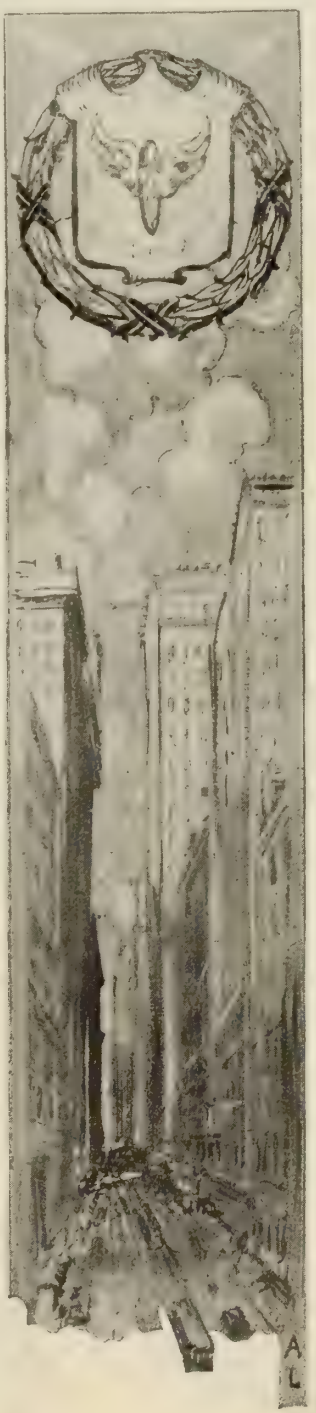
Appreciating this, Meier & Frank, Portland, Ore., recently showed an educated horse in their store, and in their advertising invited the boys and girls to see him. The animal was called "King Pharaoh," the name itself suggesting mystery to the young folks.

Besides the cordial invitation, the ad, which appealed especially to the curiosity of the little folks, contained the caption, "Mr. Alderman, Portland Superintendent of Public Schools, recommends that every school boy and girl see King Pharaoh, the educated horse."

Efficiency of the Individual

By GEO. H. SHEPARD

Illustrated by A. LISMER



AN Englishman once said that the American business man leads a life of intense activity. He rushes to his office, after a hasty breakfast, reading the morning newspaper at the table or in the car, for lack of time to read it otherwise. He opens his mail, reads it hurriedly, and dictates the replies. He snatches a quick lunch in ten or fifteen minutes or goes hungry. He posts off to another part of town, attends a business meeting or two, meets representatives of several other concerns, hurries back to his office, reads and signs his mail, and hurries away to an evening meeting. Said the Englishman, "He has not been idle fifteen minutes all day, and he has not thought fifteen minutes about anything."

Such strenuous, intense, driven lives fill early graves and recruit the mad-houses, while they show little in the way of achievement in comparison to their enormous outlay of energy.

In exceptional cases men of unusual endurance drive themselves like steam engines and attain wonderful success; but there are at least well known instances where men of that type, in the physical slump that comes to men in later middle life, have gone down completely.

For the hurried, driven, and overworked there is relief.

The effects of the application of the principles of efficiency in industry are well known. As a general average based on American practice, the possible results may be roughly stated as a thirty per cent. reduction of unit costs, excluding materials.

These economies are the sum of detail results throughout the business, of savings of the time of this worker, of the labor of that one, of reduction of waste of material on this article, of economy of power on that machine, of reduction of idle capital here, of effective use of waste room there.

These economies of time, labor, and money in a business are, after all, obtained only as the sum of such results in the cases of many of the persons in its service.

It is proposed, in these articles, to apply the lessons of industry for the benefit of individuals.

Results are obtained by the application of a few definite principles, as follows:

Ideals; personnel, scientifically selected and organized; higher common sense; discipline; fair deal; standards; conditions and work adapted to each other; doing things the best way; instruction; planning; despatching; immediate, adequate, and reliable records; efficiency reward.

I should advise any one who wants to increase his personal efficiency to begin by memorizing thoroughly the above list of principles. They should be learned so thoroughly that they become subconscious, that is, so that it becomes second nature to apply them without conscious thought, just as one walks without any attention to what his legs are doing.

The rest of this series will be devoted to an explanation of every principle in turn in its application to the individual. As the meaning of a principle becomes plain, it should be put into personal application. As soon as a violation of a principle is recognized, it should be corrected. By so doing the application of the principles will become habitual and subconscious.

IDEALS

It is desirable to set forth some ideal which will be universally accepted.

The most civilized philosopher, the most ignorant savage; the ascetic religious devotee, the gay votary of pleasure; the busy man of affairs, the dawdling idler; the gentlest woman, the most hardened criminal; all have one ideal in common. Each in his own way and according to his own light, desires and seeks happiness.

I would, therefore, set forth happiness as the supreme and all-inclusive ideal for the individual.

We are so made that we find happiness permanently only in altruistic service. This is a law of nature against which we rebel, but to whose obedience we are driven back by those severe penalties which nature visits upon all violations of her laws.

Let a man adopt any egoistic ideal and his efficiency, though it may be great in quantity, becomes negative in sign.

Like the ancient Hebrew king who gathered silver and gold and all delights, so that he was great and increased more than all that were before him, but who gave himself successively to the ideals of pleasure, of greatness, of wealth, and finally even of wisdom; for him shall be the cry:

"Vanity of vanities, all is vanity. What profit hath a man of all his labor which he taketh under the sun? . . . . Therefore I hated life; because the work that is wrought under the sun is grievous unto me; for all is vanity and vexation of spirit."

Most happily, in late adolescence develop both the altruistic feelings and the attraction between the sexes. The natural result of the latter is marriage and family life and cares, in which one's altruism finds immediate and stimulating exercise, and in which most of us find the only real happiness that we ever know.

The happy result of the altruism into which nature, before we realize what she is about, thus forces us, sets forth as a corollary to the proposition that happiness is our supreme ideal, that the immediate secondary ideal is altruistic service, even though one's circumstances may limit his practical application of that ideal to the support of his own family.

The ideal of service includes all other right ethical ideals. "Thou shalt love the Lord thy God with all thy heart, and with all thy soul, and with all thy mind. This is the first and great commandment. And the second is like unto it. Thou shalt love thy

(Continued on page 51.)

A Veteran in the Grocery Trade

How Henry Stuebing, of Berlin, Ont., by Chance, Stumbled Into the Business More Than Forty Years Ago—He Was a Schoolboy Then and Helped a Man Unpack Some Goods—Has Built Up Good Trade.

View of the front and display space of the Stuebing & Son store in Berlin, Ont.

OVER forty years in the grocery business is the record of Henry Stuebing, senior partner of H. Stuebing & Son, Berlin, Ontario. That statement might lead many to suppose that Mr. Stuebing is an old man but while they would be right in believing him to be old in experience, that is as far as they would be justified in going. Fifty-nine years it is true have passed over his head but for all that he is as active and keen as many men of half his age.

The story of how he happened to become a grocer reads like a tale out of a book. He was born in Waterloo county, and like many another boy went to school in Waterloo town until he was sixteen years of age. At that time it happened that a certain Mr. Hewitt (formerly a commission merchant in Toronto) had bought some bankrupt stock and was on the point of selling it off in Waterloo. As he was arranging his merchandise in a warehouse one morning forty-three years ago, Henry Stuebing and a number of boys passed on their way to school. The rest of the boys passed by heedlessly, as boys will, but the subject of our sketch seeing that some of the boxes were rather heavy for one man to handle, stopped to help for a short time. Mr. Hewitt was so much taken with the youth that he insisted on him entering his employ without delay. But his father was not over willing for Henry to leave school. However, as most boys would be, the latter was so pleased with the idea and was so eager to go that his father finally consented.

Drifts Off Into Fancy Goods.

In six months' time the young clerk thought to widen the sphere of his activities and went with the firm of Duering and Bellenger, with whom he stayed for three years. Then came a break in the continuity of Mr. Stuebing's grocery experience, for at that time he entered the wholesale firm of his uncle, viz., Stuebing & Co., in the fancy goods line. Three years later he married and moving to German Mills set up for himself. Here in addition to running the ordinary grocery business, he bought wheat for the local flour mill and kept the telegraph office and post office there till he came to Berlin and started business about thirty-four years ago.

At the first stand on King street he had groceries and fancy goods, fruit and dishes. Now only fruits and groceries are carried but these are specialized in. Since those early days, Mr. Stuebing has seen many changes. His own business has increased to three or four times what it was then and Berlin of course itself was nowhere near its present proportions in those days.

Great Reduction in Sugar.

Mr. Stuebing has many interesting stories to tell of the early times, and some of the prices which he quotes are interesting when compared with those of the present day. At that time he says ten pounds of sugar for a dollar was quite the usual rate. Coffee retailed for twenty-five cents a pound and it was the green coffee which was sold then. Roasted coffee, he says, has been sold in large quantities only the last fifteen or twenty years. Hand mills of course were used for grinding and the fine electric coffee mill which the firm uses now, was not then known. Tea, which sells now for 50 cents a pound, then cost one dollar. Tobaccos, too, were very high and Mr. Stuebing mentioned particularly an old line of fine cut chewing tobacco as showing the difference then from now when chewing tobacco is nearly all plug.

HENRY STUEBING, Berlin, Ont.
who has been a grocer well on to half a century.

Buffalo Hides in Carloads.

Another very interesting story he tells is of one time when a shipment of two carloads of genuine buffalo hides were received, tanned by the Indian process. Such a consignment would nowadays mean a small fortune, but those skins were sold for six and seven dollars apiece. Butter was then bought in by the farmers in bulk and many stores employed a butter packer, who would help in the store and pack fifteen or twenty tubs of an evening.

Mr. Stuebing is well known in church and fraternal circles. He has been prominent in the council of the Lutheran church, is an esteemed member of the A.O.U.W., and has occupied all the chairs in the local Oddfellows lodge. With characteristic German industry, he has built up a large business and the firm now keeps two rigs busy every day delivering goods. Mr. Stuebing still helps in the store and looks forward to being able to do so for some time to come.

A CORRECTION.

Through a clerical error there appeared in the "Salada" advertisement of last week, May 1st, the figures of the previous week's sales as amounting to 201,159 pounds. These should have been 210,159 pounds, as the "Salada" sales for week ending April 25th. The error occurred through the advertisement first being set up and approved of, without figures, and then the figures telephoned at the last moment, when they were finally confirmed.

MANY MERCHANTS ATTEND CONVENTION.

(Continued from page 31.)

sale. This procedure has a double advantage. It gives the wholesaler the use of the amount involved immediately, enabling him to meet his own obligations, and it also permits the purchaser to provide for the payment by simply depositing the amount in his home bank, and thereby saves him the trouble of remitting. This banking arrangement is merely one of the many illustrations of the advantages of a credit system in the commercial world. These drafts are accepted by the customer in due course, (or at least they should be if correct, and in accordance with terms arranged) and are supposed to be paid at maturity. It may be unnecessary for me to remind you of the advisability of checking all invoices and statements very carefully, as even wholesalers make mistakes occasionally, and it is wise to assure yourself that your accounts are accurate.

No Trouble to Get the Money.

"I remember reading one time of an instance where a good customer of a wholesale concern being in town called at the office of these people, and purchased an expensive saddle. The salesman recognized the man as a favored customer, but after he had left, taking his purchase with him, the clerk discovered to his dismay that he did not remember the name of the customer. He accordingly went to the manager in his predicament and after some consultation the manager said "Get a list of forty or fifty of our best customers from the accountant, charge the saddle to each of them, and those who did not get it will kick. The man who did will pay for it.'

"A month or so afterward, the incident recurring to him, the manager went to the salesman, and asked, 'Well, John, how did you make out in that saddle transaction?' 'Fine, sir, fine!' said John. 'Forty-one customers have paid for it to date, and only two have written in to say they have not received the saddle.'

"I cannot vouch for the truth of the story, but am sure in any case that it could not have happened in Alberta.

Many Drafts Returned.

"To return to the drafts; I have stated these drafts are supposed to be paid at maturity, but as a rule a comparatively large proportion of them is returned to the drawer. This proportion varies according to the financial conditions existent in the territory in which the transactions occur. The fact that his drafts are not met promptly does not by any means indicate that the merchant's affairs are in an unsatisfactory condition.

"Many circumstances may contribute to the situation — business depression, unseasonable weather, strikes, inability to realize on his accounts. These or other causes all have their influences, and in many cases it is unavoidable. But I want to point out, and I cannot emphasize this too strongly, that while the wholesaler makes every allowance for the customer who is unable to pay or pay in full, and is always ready to afford reasonable assistance on these occasions, there is absolutely no excuse for the merchant who persistently ignores his maturing paper, without even taking the trouble to advise his creditors of his inability to meet these obligations. Wholesalers have their own troubles and nothing can be more discouraging than to have a sheaf of drafts presented every morning with the notation 'No response to notice' marked by the bank thereon.

"One would almost imagine from the indifference with which some merchants treat their obligations that the wholesale houses had unlimited capital at their command and the return of a few thousand dollars' worth of paper an hour or so before the bank closes were a mere item in the day's work. This is far from the truth as the wholesaler has thousands to provide for where the retailer has hundreds, and this unbusiness-like treatment of drafts is not only therefore a serious inconvenience to the creditor, but it also shakes his confidence in the debtor whose affairs are conducted in so loose a manner.

"On the other hand when a merchant finds himself unable to meet a maturing bill, or is only in a position to pay part of same, how easy for him to sit down a few days before the due date of his obligation and manfully write his creditor to his effect, stating briefly the cause of his embarrassment, and it is a rare instance indeed when the necessary assistance is not promptly forthcoming. Note the different aspect of the whole situation—the debtor has done the best he could under the circumstances—the creditor is in a position to make ample provision for the returning paper, and what is perhaps more important, his confidence is strengthened in the customer who has shown conclusively that he is conducting his affairs in a proper and business-like manner. The merchant who does not do this is not only a source of annoyance, and frequently, loss to his suppliers, but he is also a detriment to the interests of his fellow merchants, and the sooner he is out of business the better.

Knowing Where One Is At.

"It is perhaps unnecessary for me to refer to the importance of the financial statement in establishing a credit. It is not only a question of the creditor having full knowledge of the business affairs of his customer, but it is also a question of the customer knowing exactly his own position at all times, in order that he may intelligently carry on his transactions. Too much care cannot be exercised in preparing these statements. Due allowance must be made for depreciation, shrinkage, bad debts, and the hundred and one details that encroach on the profits of a business. Even if he errs on the conservative side, it is much better for a man to be better off than he thinks he is than to think he is better off than a closer investigation of his affairs would warrant. In the latter case he is apt to make undue drafts on his business, and this in the end frequently leads to disaster. In analyzing his financial statement as a basis for future expenditures, due consideration must be given by the merchant to his volume of business as compared with his operating expenses. Assets will quickly disappear if the business is not sufficiently active to provide a safe margin over and above all expense, and in computing the costs of carrying on a business, where the stock in trade is perhaps disproportionately large for the amount of business done annually, the items of interest and depreciation must figure very largely and should not be overlooked.

"In regard to the credit system of a retail house, this is more difficult to define. While the fundamental principles of credit are the same in every class of business, the policies vary a great deal. In the credits of the retail trade there is little in common with those of the wholesaler. The class of patronage is radically different; and the manners of extending credit and making collections are entirely dissimilar. The principles, however, are identical, in that care must be exercised in seeing that credit is dispensed to only responsible parties, and that collections are made promptly. It has been said that if credit is the foundation of modern business collections are its roof. Over-crediting is neither good for the merchant nor his customer, and when the former finds that his book accounts are increasing, and at the same time it is becoming increasingly difficult to meet his own obligations it is time for him to call a halt.

"Crop failures, low prices, and other local conditions make it difficult for the merchant in the country to adjust his credits and collections as systematically as he would wish, but I believe that a time of settlement should be arranged with every customer, and this adhered to as closely as the circumstances will permit—and in any case all credit should be restricted to a figure where the outstandings cannot seriously embarrass the business.

An Interesting Picture of Quarter Century Ago

Taken at an Outing of Toronto Grocers More Than Two Decades Ago at Niagara Falls—Grocers Were Guests of Mr. Britton at That Time a Fruit Farmer in Niagara Peninsula—Only Three in Business Now and Many Are Dead.

THE accompanying photograph is a link between the present and the past in relation to the grocery trade in Toronto; it will take some of the pioneers of the business in the Queen City back almost a quarter of a century; it will serve to recall the earliest history of the Toronto Retail Grocers' Association.

This group of twenty-three business men formed a strong representation of the retail grocers of two decades and a half ago; they were the members of the grocers' picnic which went from Toronto to Niagara Falls and there are among the party a number who can recall some of the pleasures of the trip. "We certainly had a great time and saw everything there was to see," said one of the members of the party, who is still in business in Toronto.

Many Gone to Great Beyond.

The photograph belongs to H. W. McCullough, whose grocery store is at the corner of Gladstone and Alma Avenues, and he prizes the picture very highly. To him all the faces are familiar, but he has forgotten a number of the names; only three are still in business and a number are dead. The others still actively engaged in the trade besides himself are D. W. Clark, Avenue road, and J. Butcher, of John street.

From the left, standing, Mr. McCullough is able to name the following:—1st, Mr. Britton, who was in business on Church street; 2nd, Hugh C. MacLean, who attended the picnic as representative of Canadian Grocer, he being secretary of the MacLean Publishing Company at that time; 3rd, Mr. McCreary; 4th, Robt. Barron, the late founder of the present Barron grocery business; 5th, forgotten; 6th, Mr. Burwick, deceased, he was in the Rossin House grocery; 7th, J. G. Gibson, deceased, was in business on Yonge street; 8th, A. R. Williamson, who was in business on St. Patrick street; 9th, Mr. Mara, who was in business at the corner of Queen and John streets, and whose sons are in the wine business to-day on Yonge street; 10th, the then secretary of the association, Mr. Thackray, who had a store on Parliament street; 11th, Mr. Colquhoun; 12th, Mr. Britton, who had a fruit farm near Niagara, and who was the host of the visitors; he is now traveler for the Imperial Extract Co.

Sitting from the left: 1st, Mr. Booth, formerly in business on Church street; 2nd, Mr. Mills, at that time located on the East Market square, who later was established on Church street, and now bursar of St. Andrews College; 3rd, D. W. Clark, now of Avenue road; 4th, Mr. Radcliffe, who was established at Parliament and Queen streets; 5th and 6th, forgotten; 7th, Mr. Stark; 8th, H. W. McCullough, corner of Gladstone and Alma Avenues; 9th, forgotten; 10th, Mr. Bennie, who had a store in the market; kneeling behind the first row is J. Butcher, still in business on John street.

The Mr. Britton wearing the white coat, standing at the right, was largely responsible for the outing of the association. He invited the party to visit his fruit farm where lunch was served, and the crowd were then driven to the falls where the balance of the day was spent in sightseeing. The photograph, as will be noticed, was taken on the brink of the gorge at the Canadian side.

Nucleus of the Association.

Mr. McCullough tells some interesting

(Continued on page 51.)

Picture taken at Niagara Falls almost a quarter century ago, of a number of grocers of theToronto Retail Grocers' Association. The picture is owned by H. W. McCullough, third from the right on the front row. He, with D. W. Clark, third from the left, and J. Butcher, kneeling, are probably the only grocers now in business. While the water still tumbles over the rocks at the Falls, and will continue to do so, Father Time has wrought great havoc among the grocers.

The "Taking Goods in Trade" Controversy

Another Article From Western Merchant Who Takes Issue With Henry Johnson, Jr.—Maintains That if Transaction is Considered as Two Sales, Dealer Will Go Wrong in His Bookkeeping—What Do Others Think?

By Thomas H. Witton, Strassburg, Sask.

I have read with interest the articles by Henry Johnson, Jr., on "Taking goods in trade," but, like 'Country Merchant," I fear that the former has certainly "got off the track" when he tries to prove that produce exchanged for merchandise, and afterwards sold to the commission man should be treated as two sales.

Mr. Johnson, in reply to "Country Merchant," states that the $308.80 given in trade for produce must be added to the $303.76 afterwards received for part of this produce, and the total made to swell the grand sales total, so to speak. This reasoning is, to my mind, most unsound. and results from a confusion of ideas.

First of all, let us look at this $308.80, which is the value of the produce taken in trade. This can hardly be classed as a purchase, for the result of a purchase is obviously to increase the stock on hand, and in this case, the stock remains practically the same.

Strictly speaking, there has been no sale made either, as the stock on hand (including the produce) remains practically the same.

Well, you ask, if we have made neither a purchase nor a sale, what have we done? We have simply made an exchange of commodities, an exchange, 'tis true, which involves an expense; but this is inseparable from conditions of trade as they exist at most country points. And not until this produce is disposed of, whether over the counter or through the commission agent, can a sale be said to have been made.

It might be argued that taking money for merchandise is simply making an exchange; but a moment's reflection will show that money, being a medium of exchange, can be used to buy commodities of all kinds, whereas butter and eggs cannot be, as they are not recognized means of exchange.

Transactions of this kind, i.e., produce in trade. can be recorded in neither of two ways. The first method is to credit all produce taken in "trade" as sales, in which case the produce when re-sold should not appear as sales a second time. The objection to this method is that additional bookkeeping becomes necessary, for, when produce is sold over the counter, it will be necessary to deduct this from every counter check bookslip containing such sales, or, at least, to keep a separate record of them, in order not to credit sales a second time.

The second method—and this is the one most suitable for the average country merchant—is to treat these transactions each as an exchange, and any goods given over and above the value of the produce should be put down either as cash or credit sales, as the case may be. The produce thus becomes automatically part of the sales if sold over the counter, or, if shipped, can be easily added to the sales credit.

If Mr. Johnson's plan be followed of adding the value of the goods exchanged to the amount the produce brings in, the result would be to inflate the true sales by nearly 50 per cent., thus creating a false impression as to one's turnover, and showing a margin of profit totally inadequate to the amount of turnover.

In conclusion, it would be easy to go further into the matter to prove my contention, but enough has been written to show that the sales of "Country Merchant," in the instance quoted, were $303.76 and not $612.56.

Editorial Note.—The above deals with Henry Johnson Jr's. article on page 30 of the issue of April 24th. The opinions of others are requested.

Organizing Field Secretaries for Ontario

This Decision Has Been Reached by Provincial Board R.M.A.—Duty of Each Will be to Help Along the Local Associations Throughout the Year—Report of Finance Committee.

TORONTO, May 6.—(Special.)—At the close of the special meeting of the Dominion Board of the Retail Merchants' Association of Canada, reported in last week's issue, the executive officers of the Ontario Provincial Board held a meeting to receive the report from the finance committee which was appointed at the last Ontario Provincial Convention, and to take action upon its recommendations.

The report from the finance committee—which consists of J. A. McCrea, chairman, Guelph; J. C. Van Camp and T. Bartrem, of Toronto—was received and adopted, and the secretary was requested to have the same printed and sent to the officers of the various branches throughout the province.

They took immediate action on the proposal to divide Ontario into districts and appoint an organizing field secretary in each district, who will keep in constant touch with all the merchants in each district, and thus overcome a difficulty which the association has had to encounter for some time—which was that as soon as an organization was formed, it was left without any one whose duty it was to see that the work taken up by the local association was continued. These organizers will be engaged on salary and paid out of the general fund of the Ontario Provincial Board.

All the officers were present—viz., B. W. Ziemann, president, Preston, Ont.; A. M. Patterson, 1st vice-president, Brockville, Ont.; R. D. Cameron, 2nd vice-president, Lucknow, Ont.; F. C. Higgins, treasurer, Toronto, Ont.; E. M. Trowern, secretary, 21 Richmond Street, Toronto.

The officers will meet each month, so that great progress should be noted in the work of the association by the end of the year.

At the close of the meeting the officers and executive committee of the Ontario Retail Grocers' Association waited upon the board and announced that they had decided to unite with them and become members of the "Grocers' section" of the association.

A special committee was appointed to complete arrangements whereby the officers elected at the last convention of the Ontario Retail Grocers' Association would become the officers of the Grocers' section for the province for the coming year.

At the close of the Dominion convention a very successful and interesting banquet was tendered to the Dominion and Provincial officers by the officers of the Toronto branch.

Relationship of Provision and Grocery Depts.

How Fish, Fresh Meats and Provisions Are Handled With Groceries, Fruits and Vegetables on Same Floor Without Partitions—Advantages and Disadvantages of This Plan—Laws of Cleanliness Must be Religiously Observed.

Third Article in Series on Handling Provisions.

WHEN provisions and meats are handled on a large scale there is the very important consideration of the relationship of the two departments. On the one hand one encounters the opinion among some retailers that the provision department, especially when fresh meats are handled as well, is rather an objectionable feature of the modern grocery and that an effort should be made where possible to separate the two departments. On the other hand is the view, and it has supporters who are just as strong, that the provision department, if properly handled, can be maintained as a department within the grocery and with a tasty display will be an appealing feature to the grocery patrons, especially in the summer season.

When, however, we find fresh meats and provisions handled on a large scale, and fresh fish in addition, in a store without partitions, and where groceries, fruits, and vegetables are also handled in an extensive way, there is at once brought home the realisation that this cannot be done except through highly developed department organisation and continual worship of that cleanliness which is next to godliness. Such a store is that of R. Higgins & Son, Yonge Street, Toronto, and it is one of the largest in the city.

To walk into this store one would get the first impression that there was no such a thing as departments, except in so far as different varieties may be handled in groups. This is the impression which it is desired to give; to allow the patrons of the store to have ready access to all the departments, but, at the same time, the departments are almost as completely and individually organised as though they were in entirely different buildings.

Two Sides to the Question.

After several years' experience F. C. Higgins states his opinion that both the idea of the one big store and that of having separate apartments have arguments in their favor. On the one hand the appearance of the store in which there are apparently no definite bounds to the departments is certainly a pleasing one and permits of making the greatest use of that very effective form of advertising —display. On the other hand, there is the objection in the winter time of the necessity for maintaining a grocery temperature in a butcher shop, while in the summer great care must be taken with the fresh meats, and particularly the fish, to prevent the spreading of odors to the grocery and fruit departments.

Operating such a store, Mr. Higgins has made a necessary hobby—if it could be so called—of cleanliness. And when he makes the statement that neither in winter nor summer has there ever been an offensive odor in his store, one is impressed with the thoroughness with which the campaign against uncleanliness has been carried on. With such an example there is little that the grocer who wishes to handle cured meats in a small way has to fear, so far as the relation of that department to his established business is concerned.

The secret of the success of Mr. Higgins in operating his several departments in close conjunction with one another has largely been the fact that although all are together in the view of the customer, all are distinctly separate so far as their operation is concerned. In the meat department there are four men who handle meats and meats only, and in the fish department there are two men who handle fish and fish only; these clerks do not have anything to do in the other departments, and so there is no fear of anything in the way of contamination.

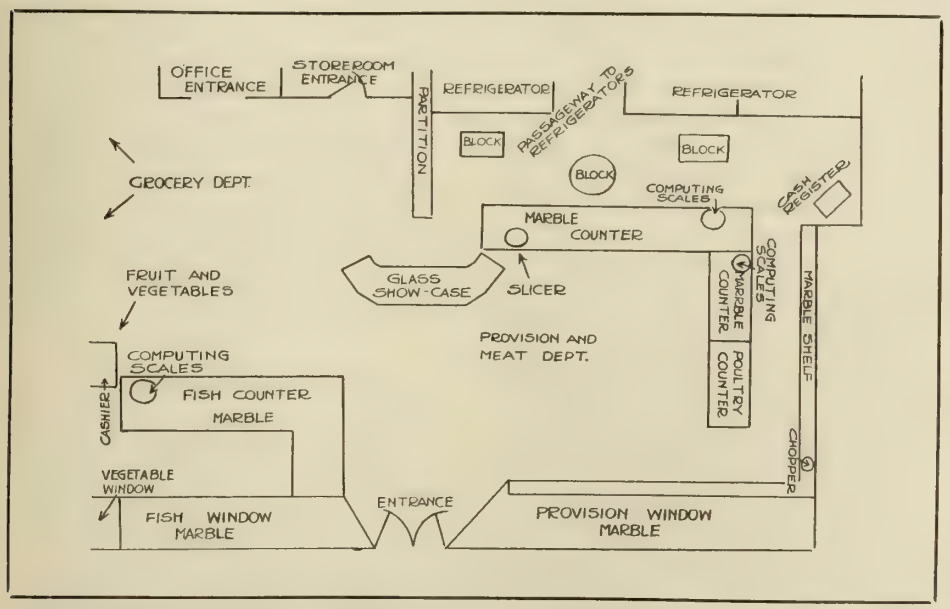
In the summer time the meat and fish departments require very careful attention, and the storing of the stocks on hand is very important. In either department very little of the fresh lines can be displayed, and it is here that the advantage of refrigerator showcases is felt. When a customer asks for meats or provisions of a certain kind they are brought from the refrigerator, and when the desired cut is made they are immediately returned.

Good Equipment Required.

In the store of Mr. Higgins, as will be seen from the attached sketch, modern scales, cutters, etc., are used, and the proprietor states that if a grocer is going into the meat business in a large way, he should get the best of equipment—the extent to which he is warranted in his investment will depend upon the turnover; a good policy would be to get all the up-to-date equipment possible, considering the turnover and the profits.

From Mr. Higgins the opinion is secured that, great as is the care required in the handling of the modern grocery stock, still greater care is required in the handling of meats, especially the fresh meats. They form a perishable commodity, and there are so many

(Continued on page 51.)



This drawing illustrates the relationship of the provision department to the grocery and other departments in the Higgins' store, Toronto.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

A. W. Snarr, general merchant, Point du Chene, N.B., is dead.

N. F. Douglas, general merchant at Caledonia, N.S., is dead.

W. C. Purvis, wholesale grocer, of St. Stephen, N.B., is dead.

Vezina and Bourret have opened a general store at La Patrie, Que.

John Currie, of the grocery firm of Currie Brothers, Montreal, is dead.

J. W. Deziel, grocer, Montreal, recently registered under the companies act of Quebec.

Mrs. N. Bradt has purchased the grocery business of Mr. Mitchell at 554 Dundas street, Toronto.

J. W. Gibson has succeeded the firm of M. E. Pritchard & Co., general merchant, Danford Lake, Que.

Oscar Vaillancourt, wholesale potato merchant, Montreal, suffered loss by fire. He was covered by insurance.

J. B. Snowball Co., Chatham, N.B., have recently remodeled their grocery store. It is now a fine-looking establishment.

The Central Grocery, M. Daigneault & Co., grocers; Montreal Tea Company, are among companies registered during the past fortnight at Montreal.

Moyneur, Limited, is the style under which a company has been formed at Ottawa to carry on the business of wholesale grocers, produce dealers, etc.

Ontario.

Arnold Bros. have opened a general store at Ridgeville, Ont.

T. B. Loblaw has bought the grocery business of R. Storks, Toronto.

A. G. Louch has sold his general store at Lakeside, Ont., to Jas. Clarke.

Mrs. G. H. Marsch has bought the grocery business of Mrs. S. Roe, Hamilton, Ont.

Fire did considerable damage in the general store of Philip Adams at North Bay, Ont.

A. Townsend has opened a new grocery store on George street, St. Catharines, Ont.

The grocery conducted by Jane Amsbary, Toronto, Ont., has been sold to Jos. A. Wilson.

The Canadian Cereal & Flour Mills Co. moved their head offices on Friday last from Toronto to Galt.

The death occurred at Bowesville, Ont., of Edward McEvoy of the general store partnership of E. & H. McEvoy.

Colin Mitchell of Dundas St., London, Ont., has sold his grocery and confectionery stock to James Walker, of St. Catharines, Ont.

E. S. Egan, of Kintore, Ont., has sold his general stock to McLean Bros. of Bothwell, who intend to move the business there. Mr. Egan is going to locate in Bothwell.

The Glencoe Canning Co. has taken over the canning factory in Port Dover. A report from that town states that some Toronto wholesale grocers are behind the above company. H. M. Chapman is the manager.

Jas. Clarke & Son have purchased the store and general stock of A. G. Louch of Lakeside, Ont. Mr. Louch has been in business there for a number of years but his health has been failing of late and he felt that he must quit now.

Western Canada.

Chas. J. Woodside, Saskatoon, called on the Winnipeg trade last Friday.

The Vera Trading Co. have succeeded Geo. McNeill in the general store at Vera, Sask.

The general store conducted by J. C. Whitney, Deckler, Man., has been sold to Clark Bros.

Cherry & Grozer are moving from Saskatoon to establish a general store at Kryder, Sask.

The stock of the C. H. Ash Estate, general store, Kelwood, Man., has been sold to N. Wilson.

Representatives of some leading canners were in Saskatoon last week calling on wholesalers.

It is reported that W. Fraser has purchased the general stock of John Harms, Melfort, Sask.

Mr. Campbell, of Campbell Bros. & Wilson, wholesalers, Winnipeg, recently returned from a trip to Europe.

J. Gardner and M. Brodeur have purchased the stock of the B. Jackson Estate, general store, Antler, Sask.

S. Stephenson has purchased part of the stock of the general store of the Armstrong Trading Co. at Mulvihill, Man.

Woodsides, Limited, will be the future style of the firm conducting the grocery store of C. T. Woodside, at Saskatoon, Sask.; there will be no change in management.

W. H. Escott Company, Ltd., Winnipeg, wholesale grocery brokers, have recently been appointed Western agents for Red Wing Grape Juice for Manitoba, Saskatchewan and Alberta.

C. P. Bell, formerly manager of the New Westminster Co-operative Asociation, New Westminster, B.C., has purchased the grocery business of H. E. Smith, 1122 Davie street, Vancouver.

Wm. M. Ramsay, manager and vice-president of Ramsay Bros. & Co., biscuit manufacturers, Vancouver, B. C., has gone to Montreal as general manager of Ramsay's, Limited. He has lived in Vancouver for some 24 years.

G. W. Anderson, late floor manager of the grocery department of J. F. Cairns, Saskatoon, has been appointed manager of the grocery and provision department in the department store of F. R. MacMillan in the same city. Mr. Anderson was formerly in business in Stirling, Ont., where he sold out and went west.

Wholesalers and retailers will be interested to learn of a new firm of manufacturers' agents, Cockburn, Nolan Co., Ltd., with offices at 312-314 Ross Ave., Winnipeg. F. D. Cockburn has been for 25 years with the Pugsley, Dingman Co., Ltd. While connected with this firm, Mr. Cockburn covered Canada from Nova Scotia to the Rockies. For the last eight months he has been with Scott, Bathgate & Co., commission brokers of Winnipeg. Jas. J. Nolan, the other member of this firm, traveled for a number of years out of Kingston, then being connected with the R. J. Carson wholesale grocery company of the Limestone City. For the last two years he has been with Scott, Bathgate & Co. of Winnipeg.

NEW RAISIN PRODUCT.

A new raisin product, to be known as raisin butter, is to be placed on the market by a California firm. The raisins are seeded, ground, and when the preparation is complete the raisin butter is said to have a sweet delicious taste. Another innovation will be condensed fruits, which by the adding of a little cold water, will give the taste of fresh fruit.

Sugar Market Strong on Advance in New York

Europe, However, Shows Slight Decline, and Conditions Are Very Unsettled—Situation Up to Canadian Refiners—Prunes Commanding Prices That Seem to be About the Limit—Teas Continue Even Stronger.

MARKETS IN BRIEF

QUEBEC MARKETS.

GENERAL GROCERIES—
Sugar market firmer.
Teas very firm and most grades scarce.
Stocks of prunes low.
New crop French peas will be high.
Canned shrimps getting scarce.

FLOUR AND CEREALS—
Flour market unsettled, but no change in prices.
Decline of $1 a ton on several lines of feed.
Cereal prices unchanged.

FRUITS AND VEGETABLES—
Oranges higher; strawberries more plentiful and cheaper.
Potatoes very scarce and prices higher.
Some new lines of Southern vegetables arriving.

PRODUCE AND PROVISIONS—
Another decline in price of pure lard.
Butter cheaper, and tendency for still lower prices.
Egg market firm.

FISH AND OYSTERS—
Good supplies of fresh fish coming in.
No brook trout yet owing to cold and backward weather.
New P.E.I. oysters arriving.
Lobsters more plentiful and prices declining

ONTARIO MARKETS.

GENERAL GROCERIES—
Much speculation as to course of sugar.
Prunes seem to have reached high figure.
Teas continue very dear.
Better outlook for sardines.

FRUIT AND VEGETABLES -
Tomatoes very high in price.
Green onions and spinach, oranges and lemons still higher.
North Carolina berries now.

FLOUR AND CEREALS—
Wheat firmer on export trade.
Bran a little easier.
Cereals are unchanged.

PRODUCE AND PROVISIONS—
Hogs cheaper and lard easier.
Price of eggs goes still higher.
Butter and cheese markets weak.

FISH AND OYSTERS—
Business now in fresh-caught.
Cod, white, haddock and trout plentiful.
Halibut and good shippers scarce.

QUEBEC MARKETS.

Montreal, Que., May 6.—Wholesale grocers report business on quiet side, with a little better volume in leading lines. In commenting on the lack of interest in grocery markets, one of the foremost jobbbers voiced opinion that it was due to fact that there had been a declining market for about a year back. This has had a tendency to make dealers buy on a hand-to-mouth policy. Continuance of unseasonable weather has not helped to make business any better lately, but merchants are looking forward with confidence for an improvement soon. Collections have been very fair; in fact, some of the jobbers say they have very little to complain of in this regard.

SUGAR.—Demand for sugar has slowed up a little during the last week. Sales have been mainly in small lots, retailers preferring to keep stocks as low as possible. Quite a few country orders have been received during last few days. Refiners state that there is nothing to be said about the market at present, though here has been a feeling for some time that a change is imminent.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 15
20 lb. bags	4 25
2 and 5-lb. cartons	4 45
Second grade, in 100 lb. bags	4 00
Extra Ground Sugars—	
Barrels	4 55
50 lb. boxes	4 85
20 lb. boxes	4 95
Powdered Sugars—	
Barrels	4 55
50 lb. boxes	4 75
25 lb. boxes	4 75
Paris Lumps—	
100 lb. boxes	4 90
50 lb. boxes	5 10
25 lb. boxes	5 20
Crystal Diamonds—	
Barrels	4 95
100 lb. boxes	5 10
50 lb. boxes	5 20
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15
Yellow Sugars—	
No. 3	4 20
No. 2	4 20
No. 1	3 80

DRIED FRUITS.—There has been an improved demand this week, pretty well divided over the whole range. Prunes have been selling freely, and stocks in the hands of the wholesalers are getting low. Bosnia prunes will be on the market next month at prices which are expected to make them more attractive than Californias. There has been a better demand for raisins recently.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 12
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	....	0 06½
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 13	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
70 to 80, in 25-lb. boxes, faced	0 10	0 10¼
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 100, in 25-lb. boxes, faced	0 06	0 06½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, accordngi to the state of the market.

TEAS.—Market is very strong and it is stated that there is less tea held here in first and second hands than for many years. Some interest was manifested in the reports from across the border that a war tax might be imposed on tea and importers here were preparing to take advantage of the expected advance in prices, with what stocks they could get hold of. A few packages of Japan were shipped to this market this week, and they will be followed by other shipments right along. The market is almost bare of Japans now, so that the new arrivals will be very welcome. Ceylon greens are now high and scarce and unless planters in Ceylon can supply more than they have been doing other teas will come into more prominence. China, India and Ceylon blacks are all pretty well cleaned up. All new teas are likely to be higher. It is stated that the consumption of blacks is overtaking the supply.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish, No. 1	....	0 12¼
Virginia, No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—There have been no developments in this market. Demand is about normal with stocks on hand to meet all requirements.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 22
Santos	0 22	0 22
Chicory, per lb.	0 08	0 10

RICE AND TAPIOCA.—There is a fair seasonable business with prices unchanged from last report. Rangoons continue to sell fairly well while Patnas are selling about as usual.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	2 90
C.C."	2 80
India bright	3 05
Lustre	3 15

Fancy Rices—	Per cwt.
Polished	4 30
Pearl	4 50
Imperial Glace	4 80
Sparkle	5 30
Crystal	5 00
Snow	5 20
Ice drips	5 35
Carolina head	7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

Imported Patna—	Per lb.	lb.
Bags, 224 lbs.	0 05½	0 05¾
Half bags, 112 lbs.	0 05¾	0 05¾
Quarter bags, 56 lbs.	0 05¾	0 05¾
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

MOLASSES.—Market for molasses is very weak and while quotations hold at same figures given for the last few weeks, sales have been made at prices which in some instances shade figures considerably. Price-cutting has caused a lot of comment among dealers and it is difficult to foresee just where it will end, though it is generally thought that the situation is now pretty will straightened out. Corn syrups are only in fair demand, but maple syrup is selling well, as it usually does at this season of the year.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.30	.28
Barrels	.33	.31
Half barrels	.35	.33

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04
Pails, 38½ lbs., 1.$85; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 50
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lbs. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

SPICES.—While prices remain same as last report there has been a good demand for cream tartar and the market is firm at present quotations. There is a good seasonable demand for all kinds of spices and grinders express themselves well satisfied with the volume of business passing.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	25—30	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	28—33	..—1 00	.....
Curry powder	..—35	.....	.....
Ginger, Cochin	18—20	.....	.....
Ginger, Jamaica	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins.	Barrels	3 cents below tins.
Cardamon seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Dutch, per lb.	....	0 15
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 15	0 18
Celery seed, per lb., in bulk	0 30	0 35
Cayenne Chillies	....	0 25
Shredded cocoanut, in pails	0 18	0 20

NUTS.—The market has been quiet and there is a firm feeling in almonds and filberts. Grenoble walnuts are getting very scarce. Brazils are weak with a tendency for lower prices.

Shelled walnuts, per lb.	0 38	0 39
Shelled almonds, 28-lb. boxes, per lb.	0 42	0 44
Finest filberts	....	0 13
Pecan	0 16	0 18
Almonds	0 18½	0 20
Walnuts, Grenoble	0 18	0 19
Walnuts, Marbots	0 15	0 16
Brazils	0 16	0 20
Peanuts	....	0 13
Peanuts (G)	....	0 09

DRIED VEGETABLES.—Demand is seasonable with no deviation from former price quotations.

Beans—		
Hand picked, per bush.	2 40	2 50
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

ONTARIO MARKETS.

Toronto, May 7.—Sugar provides the interesting feature of the market this week. American prices are advancing, and opinion in the trade is divided as to the attitude of Canadian refiners.

Conditions generally seem to be improving slightly, and collections are reported as a little more favorable, but trade is being held to narrow limits, and credits are being confined so far as possible.

Prune market is very unsettled, and almost any prices can be had. It is a question, however, if the market may not now be played to its limit, for prices in some opinions can scarcely go higher.

SUGAR.—The sugar market presents many complex and interesting features. In sympathy with the New York market—which is usually a main influence—an increase may be looked for on the part of the Canadian refiners. On the other hand, a slight decline took place this week in the European prices, and this fact, coupled with the general trend of business conditions throughout, may influence the refiners to act very cautiously in raising the cost to Canadian dealers. It would be safe advice, however, to the careful buyer to look carefully to his stock.

The advance in the States is due to changed conditions in Cuba, where, with improved money conditions, and the crop pretty well handled, there is an inclination on the part of the planters to hold their stocks and force the prices up, and in this they are being helped by speculators, who have gone into the market. The result is that within the past ten days the price of raw, duty paid, New York, has gone from $2.98 to $3.07, and the refiners are asking from $3.85 to $3.95, with the tendency so strongly upward that the higher figure is likely to become general very soon.

There is a report in the market that the Canadian refiners will follow the New York market, but no changes have been announced yet. Against the bullishness is the fact that the world market is holding its own, and, in fact, a slight decline is noted, while there is a feeling in some quarters that the Canadian refiners will be cautious in advancing prices with the market in its present condition.

The market is creating a great deal of interest, and developments will be watched closely. Reports as to coming crops are favorable, but it must be remembered that sugar at the present time is lower than it has been since 1906.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 21
20 lb. bags	4 31
10 lb. bags	4 36
2 and 5 lb. cartons	4 51
Second grade granulated, 100-lb. bags	4 11
Nova Scotia refined, 100-lb. bags	4 11
Western Ontario refined, 100-lb. bags	4 11
Extra Ground Sugars—	
Barrels	4 61
50 lb. boxes	4 81
25 lb. boxes	5 01
Powdered Sugars—	
Barrels	4 41
50 lb. boxes	4 61
25 lb. boxes	4 81
Crystal Diamonds—	
Barrels	4 96
100 lb. boxes	4 96
50 lb. boxes	5 06
Paris Lumps—	
100 lb. boxes	4 96
50 lb. boxes	5 06
25 lb. boxes	5 26
Cartons (20 to case)	7 11
Cartons (50 to case)	7 11
Crystal Dominoes, cartons	7 20
Yellow Sugars—	
No. 1	3 61

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—Prunes are all over the market, and the prices cover a wide range, according to the local demands. Reports from the coast are to the effect that the crop will be very light, and that the droppings have been unusually heavy. However, the prices are very high, and one wholesaler remarked that they could not go much higher if the crop were a total failure. Available stocks are very light. The stocks of evaporated fruit are very light at present, but with the change in the seasons the demand in Ontario falls off, and it is in the West that the principal interest is displayed in this department. There are few figs offered, and the prices are easier; many of the lines are about cleared up. Some slight reductions in peel prices are noted.

Apples, evaporated, new per lb.	0 10½	0 11
Apples, evaporated, old, per lb.	....	0 08
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06½	0 06¾
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06½	0 09
Hallowees	0 05¾	0 06
Figs—		
3 crown layers	0 10	0 11
4 crown layers	0 10½	0 11½
5 crown layers	0 11½	0 12½
6 crown layers	0 12½	0 13½
7 crown layers	0 14	0 15
Fine pulled	....	0 14
Natural figs, in bags, lb.	0 06	0 06½
Prunes—		
30-40s, Californias, 25 lb. boxes	0 13	0 15
40-50s, 25 lb. boxes	0 12½	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08¾	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 09
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 06	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06¾	0 07½
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

SYRUPS AND MOLASSES.—There is not a great deal of business being done in syrups and molasses since fresh fruit and vegetables are on the market. Barbadoes molasses are cheaper at prim-

ary sources, but it will probably be some weeks before any change is noted here. A slight reduction is noted in West Indies molasses.

Syrups—		Per case.
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

NUTS.—The market for nuts continues with high prices and a firmness rather unusual for this season. Almonds are particularly firm. Brazils are coming freely, and the cheap prices continue.

In shell—	Per lb.	
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 45	0 50
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 38	0 40

RICE.—Rice market remains without change although comparatively firm for the season. In tapioca fractional easing off in price is noted.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 05
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 06½	0 07½
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 10	0 11½
Sago—		
Brown, per lb.	0 04½	0 05
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	0 04½	0 05
Seed pearl	0 05	0 05½
Flake	....	0 09½

SPICES.—With fruit season coming on a little more interest is being taken in market for spices and grinders are getting more active, but there is no change in prices.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	.....	0 12—0 15
Cinnamon, whole	.....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	.....	0 25—0 35
Cloves, whole	.....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	.....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	.....	0 22—0 25
Ginger, African, ground	.....	....—0 16
Mace	.....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	.....	....—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins	.....	....—0 55
Pastry spice	.....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole	.....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	.....	0 26—0 28
Pickling spice	.....	....—0 15
Turmeric	.....	0 25—0 35

COFFEE.—Prices are fluctuating considerably on the coffee markets, but local prices are unchanged. The Mexican situation is no longer an important factor, although it resulted in considerable stocking up by some firms; however, stocks have been pretty well shipped out before the hostilities were declared. Prices are unchanged although a trifle easier; some adjustments may be noted in the quotations but they do not refer to recent changes.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 27	0 29
Rio	0 17	0 18
Santos	0 19	0 21
Chicory, per lb.	0 10	0 12

TEAS.—Tea market maintains its strength and if anything there is a tendency towards higher prices, especially in the cheaper grades. The end of the Indian season is now due and there will be little of influence until the Japans come in about the end of the week and the Chinas a little later. However, there are no prospects for lower prices and the opinion of the trade seems rather to the contrary.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

DRIED VEGETABLES.—Scarcity of Lima beans is a feature of the dried vegetable market and a shade higher price is quoted.

Beans—	Per bushel.	
Canadian primes	2 10	2 25
Canadian, extra H. P.	....	2 25
Yellow eyes	3 00	3 25
Brown	....	3 25
Lima	0 08	0 08½
Peas, blue Canadian, per bush	2 00	2 25
Peas, green, imported, bush	....	2 40

CANNED GOODS.

Montreal. — According to reports just received the crop of French peas will not be any too plentiful again this year. Many early sowings were destroyed by frost and these were replaced by others which suffered by storms and rains in the month of March, so there is no prospect for cheap peas this year. Last year, it will be remembered, crop was almost an entire failure, and it was hoped that this year conditions would be more favorable. Canned shrimps are getting scarce in this market. Demand for this article has increased very much on account of high cost of lobster, and it is, to a large extent, taking the place of lobster for salads. The new pack will not be ready until late in the summer. Bulk of the supply comes from gulf of Mexico.

TORONTO.— Situation in canned goods shows corn continuing strong with little available, although the already strong prices to the trade have not been advanced; jobbers are finding it difficult to buy in blocks at anything like former figures. News indicates another short crop of French peas but this has little effect on this market as usually only higher grades are imported for fancy trade. There seems a chance for a reduction in sardines, which are now $1 to $1.50 above the five-year average. Last year there was a failure in the Norway catch and reports are now being received that considerable success is already being encountered this year.

Salmon—		
Fraser River Sockeyes—		
1 lb. talls, dozen	2 25	2 30
1 lb. flats, dozen	2 25	2 45
½ lb. flats, dozen	1 35	1 45
Northern River Sockeyes, dozen, 1's	....	2 10
Red Springs, dozen	1 85	1 90
Cohoes, dozen	1 45	1 50
Pinks, dozen	0 95	1 00
Sardines—		
Domestic, quarters, case	3 50	3 75
French, quarters, case	13 50	15 00
Norwegian, quarters, case	10 00	11 00
Portugese	8 00	12 00
2's Refugee or Valentine (green)		0 87½

MANITOBA MARKETS.

Winnipeg, May 6.—Sugar market is even firmer than last week and there has been no changes in price, nor, from present appearance, will there be any. The corn market is, if anything, a little easier. There is hardly enough difference, however, to influence the syrup prices.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 70
Extra ground or icing	5 20
Powdered	5 00
Lumps, hard	5 65
Montreal, yellow	4 30
Sugar, B.C.—	
Extra standard granulated	4 70
Yellow sugar, No. 1	4 30
Yellow sugar, No. 2	4 15
Yellow sugar, No. 3	4 05
Bar sugar	4 85
Icing sugar	5 05
Powdered sugar	4 85
H. P. lumps	5 55
Sugar packed in barrels 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 60
Barrels, per cwt.	4 85
Halves, 50 lbs., per cwt.	4 60
Bales, 20 lbs., per cwt.	4 65
Powdered, barrels	4 90
Powdered, 50s	5 25
Powdered, 25s	5 55
Icing, barrels	5 20
Icing, 50s	5 45
Icing, 25s	5 60
Icing, pails	5 50
Cut loaf, barrels	5 30
Cut loaf, 50s	5 55
Cut loaf, 25s	5 80

Corn Syrups—	Per case.
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
B. C. Cane Syrups—	
2 lb. tins, 2 doz. to case, per cs	2 85
5 lb. tins, 1 doz. to case, per cs	3 20
10 lb. tins, ½ doz. to case, per cs	3 00

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35

Maple Syrups—	Per case.
Imperial quarts, case 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Operators have entirely withdrawn from the California market, refusing absolutely to quote future prunes. They are waiting, of course, to get a better idea of the prospects.

From reports now being received it would seem that not more than a 60 per cent. normal crop is to be expected.

Demand for prunes is exceedingly large, and as the new crop will not arrive until about August 30th, there is certain not to be any drop from the present high prices. The 1913 crop of evaporated apples is all sold up in Ontario, and of the 1912 pack the good quality stock is also depleted. Further advances in both lines of evaporated apples is practically sure to take place shortly.

Apples, evaporated, new, per lb.	0 09¼	0 09¾
Apricots—	Per	lb.
Extra choice	....	0 18½
Choice	....	0 18
Standard	....	0 17
Slab	....	0 15
Currants—		
Dry clean	....	0 06¾
Washed	....	0 07½
1 lb. package	....	0 08
2 lb. package	....	0 16
Dates—		
Hallowi, loose, per lb.	....	0 05
Hallowi, 1 lb. pkgs.	....	0 06⅝
Figs, Cooking—		
Choice, bags	....	0 05⅝
Nectarines	....	0 15
Peaches—		
Standard, 25-lb. boxes	....	0 07½
Choice, 25-lb. boxes	....	0 07¾
Extra choice, 25-lb. boxes	....	0 08⅞
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 08
70 to 80	....	0 09⅝
60 to 70	....	0 10⅝
50 to 60	....	0 11⅝
40 to 50	....	0 13
Raisins, Valencias—		
Valencia selects, 28's	....	1 32
Valencia selects, 14's	....	0 94
Valencia layers, 28's	....	1 90
Valencia layers, 14's	....	0 97
Raisins, Sultanas—		
California	....	0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown loose, 50s	....	0 08⅝
3 crown, lose, 25s	....	0 08⅞
Choice seeded, lb.	....	0 09⅝
Extra fancy seeded, lb.	....	0 10

TEA AND COFFEE.—Owing to difficulty of getting goods out of Mexico on account of the turn affairs have taken, there has come an advance of ½c. on Mexicans. It is quite possible that a further upward movement will be felt. The coffee which must be counted upon now is that in hands of roasters or brokers, and they will quite likely hold at a high figure. There will be no new crop until September.

Coffee—	Per	lb.
Rio, No. 5, green	....	0 13¼
Rio, roasted	0 15¾	0 16
Santos, green, No. 4	0 14¾	0 15
Santos, roasted	0 21½	0 22½
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Pekoe	....	0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

RICE AND TAPIOCA.—Tapioca remains strong, it being evident that retail prices will need strengthening before end of month.

Rice—		
No. 1 Japan, per lb.	....	0 05⅞
No. 2 Japan, per lb.	0 04¾	0 04⅞
Siam, per lb.	0 03¾	0 04
Patna, per lb.	0 05½	0 06½
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 04
Tapioca, pearl, per lb.	....	0 04½

BEANS.—The advance in price expected here has not come as yet. The market is very strong, however, and an early advance is assured.

BEANS—		
Austrian, hand picked	....	2 35
3 lb. picker	....	2 10
Peas—		
Split peas, sack, 98 lb.	....	3 40
Whole peas, bushel	....	2 00
Barley—		
Pot, per sack, 98 lbs.	....	3 10
Pearl, per sack 98 lbs.	....	4 60

NUTS.—There is a small demand here. Peanuts are stronger, and will likely advance another ½c. before end of month. Virginia supply is not as heavy as was hoped.

Almonds, Tarragona	....	0 17½
Brazils	....	0 14½
Filberts, Sicily	....	0 13¼
Peanuts, Jumbos, roasted	0 11½	0 13¼
Peanuts, choice, roasted	....	0 11
Pecans	....	0 20½
Walnuts, Grenoble	....	0 17
Walnuts, Marbot	....	0 14
Shelled—		
Almonds	....	0 42¾
Walnuts	....	0 40

SPICES.—Little change here. Pepper remains very firm.

BROOMS.—The market is firm, and the advance of 25c. a dozen as predicted last week is likely to come within the month.

CANNED GOODS.—Standard lines of corn, tomatoes and apples are strong. Cheap lots of tomatoes formerly being offered are now pretty well picked up, and canners' prices on the better grades are being held firm on basis of $2.35 f.o.b. Winnipeg.

The changeable market which has existed in canned goods lately is disappearing. The goods are likely to be steady for some time, since the Independent Canners have amalgamated for the purpose of trying to maintain reasonable prices.

SASKATCHEWAN MARKETS.
(By Wire.)

Regina, Sask., May 7.—Staple lines show considerable change. Cheese is declining. Another advance of about 15 per cent. is reported in corn beef and roast beef. Evaporated apples are advancing. Sugar remains strong.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 30
Butter, dairy, No. 1, 20c; No. 2	....	0 15
Cheese, per lb.	0 15⅛	0 16
Eggs, fresh, per doz.	....	0 18
Lard, 3's, per case	....	7 75
Lard, 5's, per case	....	7 67
Lard, 10's, per case	....	7 60
Lard, 20's, each	....	2 60
Dried Fruits—		
Apricots, choice	....	0 17⅝
Currants, gulf cleaned	....	0 08¼
Figs, natural 6's	....	0 06¾
Evaporated apples, per lb.	0 11½	0 12¼
Dried peaches, 25s	....	0 08
Dried peaches, choice, 25s	....	0 09½
Prunes, 70-80, 25s	....	0 10⅜
Raisins, muscats, 50s	....	0 08¾
Raisins, muscats, 25s	....	0 09
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 08¼
Green Fruits and Vegetables—		
Apples, Wash., box	2 00	2 50
Apples, B.C., box	2 00	2 50
Celery, Cal., doz.	....	1 25
Grape Fruit, Florida	....	6 80
Lemons, Messina	....	5 50
Lemons, California	....	5 00
Oranges, navel	3 75	4 25
Onions, Val.	....	7 25
Tomatoes, Cal., case	....	2 50
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts	....	0 19
General—		
Potatoes, per bushel	....	1 00
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	....	2 65
Coffee, whole roasted, Rio	....	0 17
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	5 07
Sugar, yellow, per cwt.	....	4 67
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	7 35	7 60
Salmon, Sockeye, 4 doz. case, 1s	....	8 00
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; hump back, 1's	....	3 60

NEW BRUNSWICK MARKETS.
(By Wire.)

St. John, N.B., May 7.—Business for first four months was particularly good, collections are much improved. Markets show little change. General staples are firm. Sugar shows signs of an advance; market is firm. Pure lard easier at 14 to 14½. Old cheese stocks are exhausted.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	23 75	25 00
Beef, corned, No. 15	2 55	2 75
Beef, corned, No. 25	4 25	4 85
Pork, American clear, per bbl.	24 25	26 25
Pork, domestic, per bbl.	....	29 50
Butter, dairy, per lb.	0 28	0 32
Butter, creamery, per lb.	0 30	0 31
Cheese, new, lb.	0 16	0 16¼
Eggs	....	0 22
Lard, compound, per lb.	0 11¾	0 12
Lard, pure, per lb.	0 14¼	0 14¾
Flour and Cereals—		
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 65
Flour, Manitoba, per bbl.	....	6 45
Flour, Ontario, per bbl.	....	5 85
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel	....	1 70
Sugar—		
Standard granulated	4 30	4 40
United Empire	4 20	4 30
Bright yellow	4 10	4 20
No. 1 yellow	3 80	3 90
Paris lumps	5 25	5 50
Molasses, Barbadoes, fancy	0 27	0 28
U. S. onions, bag	4 40	4 50
Currants, 1s, per lb.	0 08	0 08¼
Raisins, California, seeded	0 10	0 10½
Rice, per cwt.	3 40	3 50
Beans—	Per	bush.
Canadian white	2 25	2 35
Yellow eye	3 65	3 75
Canned Salmon—	Per 4	doz. case
Pinks	4 25	4 50
Cohoes	6 00	6 25
Red Spring	7 40	8 00
Yelloweyes	3 75	3 85

WANT ADDRESS ON SALESMANSHIP.

The Clerks' and Salesmen's Association of Guelph, Ont., held their annual meeting recently. The election of officers resulted as follows:—President, E. Tovell; vice-president, J. Biford; secretary-treasurer, C. W. P. Curzon; executive committee, Messrs, Cully, Doherty, Mahony, Campbell, North-More, Steepe, G W. Dawson.

It was decided to hold a banquet in the near future, and all clerks of the city, both ladies and gentlemen, will be invited. A programme will be prepared and a speaker secured to address the gathering on salesmanship, or some other subject along this line.

In last week's issue it was stated that W. H. Parr had taken over the general store of W. C. Latimer, Beaverton, Ont. This is hardly correct. Mr. Latimer sold his stock of groceries, boots, crockery, etc., but continues in the dry goods business.

FLOUR and CEREALS

Chicago and Winnipeg Exports Cause Strength in Wheat

Result is Firmer Flour Market, But Material Changes Are Not Looked for on Account of Competition — Cereals Are Unchanged — Bran Somewhat Cheaper.

MONTREAL.

FLOUR.—In the flour markets prices show no deviation from last week's quotations. It was anticipated in some quarters that the opening of navigation last week would be the signal for a change and dealers have been buying only from hand to mouth. There is still some buying in order to get a supply of mill feed.

	per bbl.
Manitoba Wheat Flour—	
First patents	5 60
Second patents	5 10
Strong bakers'	4 90
Flour in cotton sacks, 10 cents per barrel more.	

	Car lots.	Small lots.
Winter Wheat Flour—		
Fancy patents	4 60	5 00
90 per cent.	4 30	4 50
Straight roller	4 10	4 30
Blended flour	4 85	5 25

CEREALS.—Prices of cereals are unchanged from last week, but there is a disposition to look for something to happen very soon.

	Per 98-lb. sack
Cornmeal—	
Kiln dried	2 10
Softer grades	1.95
Rolled Oats—	90's in jute
Small lots	2 25
25 bags or more	2 15
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 96-lb. sack	2 50

MILL FEEDS. — Bran, shorts and middlings hold firm at the prices which have been in effect for the last few weeks. The backward weather, which has retarded getting cattle out to grass, has had the effect of keeping prices firm. Mixed chop, crushed oats, oat chop and barley chop were marked down $1.00 a ton and are now offered at $28.00 a ton.

Mill Feeds—	Car lots, per ton
Bran	23 00
Shorts	25 00
Middlings	28 00
Wheat moulee	28 00
Feed Flour	33 00
Mixed chop, ton	28 00
Crushed oats, ton	28 00
Barley, pot, 98 lbs.	2 75 3 00
Oat chop, ton	28 00
Barley chop, ton	28 00

TORONTO.

FLOUR.—Wheat situation has become firmer during the past couple of days, but there has not been sufficient change to influence the local flour market. The opinion of a prominent dealer is that the present price of wheat warrants an advance, although a material change is not generally expected owing to competition. The firmer tone in wheat has been due to comparatively heavy shipments for the export trade both from Winnipeg and Chicago, but there has been little change so far as the exportation of flour is concerned despite the recent reduction in the ocean freight rate. Ontario crop of winter wheat is hard to estimate, but will not be up to first estimates; in United States continued excellent crop reports are the order, and outlook is for a big yield.

	Small lots. per bbl.	Car lots. per bbl.
Manitoba Wheat Flour—		
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80
Flour in cotton sacks, 10c per bbl. more.		

	Small lots. per bbl.	Car lots. per bbl.
Winter Wheat Flour—		
Fancy patents	5 55	4 95
90 per cent.	5 05	4 75
Straight roller	4 95	4 55
Blended flour	4 85	5 25

CEREALS.—Cereal market remains without change. Corn, which was low for a time and seemed likely to be an influence for easier prices, has firmed up again; this market is fluctuating a lot, but the changes do not last long enough to permit of a readjustment.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Buckwheat flour, 98 lbs.	3 75	4 75
Buckwheat grits, 98 lbs.	4 50	4 75
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 15	2 30
Graham flour, 98 lbs.	....	2 70
Hominy, granulated 98 lbs.	2 40	2 50
Hominy, pearl, 98 lbs.	....	2 50
Oatmeal, standard, 98 lbs.	2 47½	2 60
Oatmeal, granulated 98 lbs.	2 47½	2 60
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 25	3 65
Rolled oats, 90-lb. bags	2 25	2 37½
Rolled wheat, 100-lb. bbl.	3 00	3 25
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 53

MILL FEEDS.—With weather favorable for the growth of grass and season approaching for pasturage, there is a continued easier tone to the market for mill feed. A slight reduction is made for bran by ton, but other varieties are still holding their own.

Mill Feeds—	Mixed cars, per ton
Bran	23 00 25 00
Shorts	25 00 27 00
Middlings	27 00 28 00
Wheat moulee	28 00 30 00
Feed flour, per bag	1 55 1 60

WINNIPEG.

FLOUR AND CEREALS.—Conditions remain much the same as last week. Still there has been no advance in rolled oats, though there is likelihood of such an advance.

	Per bbl.
Manitoba Wheat Flour—	
First patents	5 30
Second patents	4 70
Strong bakers'	4 00
Cereals—	
Rolled oats, per 80 lbs.	1 75 1 80
Oatmeal, fine, standard and gran'd, 98 lbs.	2 25

PORTAGE MERCHANTS UNITE.

Portage La Prairie, Man., merchants have formed a local branch of the Manitoba R. M. A., with the following officers:—President, M. McCaig; vice-president, A. H. McIntyre; treasurer, H. O. Sutton; secretary, H. M. Dunham.

Jno. J. Kennedy, secretary of the Manitoba Provincial branch, was instrumental in getting the merchants together. The annual fee was fixed at $15.

GUELPH MERCHANTS' OFFICERS.

Guelph Retail Merchants' Association held their annual banquet recently and transacted considerable business at the same time. G. B. Ryan, J. A. McCrea, Alex. Stewart and Bert Hewer reported on their visit to the recent convention held in Toronto. The matter of the regular Thursday half holiday for the summer months was taken up. The Clerks' Association made a request for the half holidays to be extended over July, August and September, but this met with opposition, and they will have to be content with July and August, as usual.

The officers for the year were elected as follows:—

President—J. A. McCrea, grocer.
1st Vice-Pres.—A. J. Groom, grocer.
2nd Vice-Pres.—Bert Hewer.
Secretary—Geo. E. B. Grinyer.
Treasurer—Wm. Hood, grocer.

The above officers comprise the executive committee. S. E. Wiggins was elected chairman of the Grocers' Section.

NEW SOURCES FOR TEA.

With supplies of all kinds of tea failing to keep pace with the world consumption considerable interest is being displayed in the trade in a new source of production, the Island of Sumatra. Recently a consignment from this island was offered on the London market, and realized an average price of 9d in bond. The shipment showed good character and promise for first pluckings, the leaf being wonderfully well made, which augurs well for further arrivals. At present there are only 5,000 acres under cultivation on the island, of which 2,000 are bearing, but there is every prospect for development.

It is stated, too, that some Jamaica tea has come into Toronto to help solve the high price of eastern importations. Whether or not it will, remains to be seen.

ALWAYS WELCOME.

In a letter to Canadian Grocer, Stuebing & Son, Berlin, Ont., say: "We always like to see Canadian Grocer—Wishing you every success, etc."

FRUIT & VEGETABLES

Tomatoes and Oranges Higher; Pines and Strawberries Plentiful

North Carolina Berries Now a Factor—Tomatoes Suffer Frost Damage—Fresh Onions and Spinach Now Quoted, Also Outdoor Rhubarb—Effect of Cold Weather Noticeable.

MONTREAL.

GREEN FRUITS.—Strawberries have been quite plentiful and have been selling around 20 to 25 cents per box wholesale. Small boxes have sold as low as 10 and 11 cents and have been retailed at 15 cents or two for a quarter. Most fruits have changed very little in price during the last week or two. Bananas are in good supply and prices a trifle easier. Mexican oranges are quoted 25 cents higher than last week, and smaller sizes of California's are also 25 cents above last week's quotation. Pineapples are coming in freely, but prices are practically unchanged, ranging from $2.25 to $2.75, according to size. Business has been slightly better lately, but is still not as good as is expected for this season.

Apples—		
Spies, No. 1s, very fine, bbl	....	7 50
Ben Davis, No. 1s	....	5 50
Ben Davis, No. 2s	....	5 00
Spies, in boxes, fancy pack	....	3 00
Russets, in boxes, fancy pack	2 00	2 25
Bananas, crate	1 75	2 25
Cape Cod cranberries, bbl.	....	16 00
Almeria Grapes—		
Extra fancy heavyweights	....	5 50
Fancy heavyweights	....	5 00
Medium quality, for immediate use	....	4 75
Grapefruit, 54-64-80-96 size, case	4 75	5 25
Cocoanuts—		
100 to 150 size	....	4 50
Lemons—		
Extra fancy, 300 size	....	3 25
Fancy, 300 size	....	3 00
Oranges—		
Mexicans, 150-176-200-216-250	....	2 50
California navels, 146-150-176-200-216-250	3 25	3 50
Pineapples—		
18 size	....	2 25
24 size	....	2 50
30 size	....	2 50
36 size	....	2 75
Strawberries, per box	0 40	0 50

VEGETABLES.—As Southern vegetables are arriving in greater variety all the time now, business has been improving. On most lines prices are easier than at last report, though in many instances quotations change from day to day, regulated by supply and demand. Potatoes are very scarce and prices have consequently stiffened. New Brunswick stocks now held at $1.25 a bag and Quebec grown are $1.10 to $1.15 a bag. Florida wax beans are cheaper, also cucumbers and spinach. Egyptian onions are on the market now at 6 cents a pound. The only celery offered now is Florida grown, and it is held firmly at $4.00 to $4.25 per crate.

Asparagus, doz., basket	4 50	7 00
Beans, wax, crate, Florida	4 00	4 50
Beans, green, crate, Florida	....	4 00
Beets, bag	....	1 50
New beets, doz.	1 00	1 25
New beets, crate	....	2 50
Cabbage, bbl.	2 75	3 00
Cabbage, per dozen	....	1 25
Cabbage, new, per crate	2 50	2 75
New carrots, case	....	3 00
Cauliflower, French, doz.	5 00	6 00
Celery, Florida, crate	4 00	4 25
Cucumbers, Boston, doz.	1 00	1 50
Cucumbers, baskets	....	4 00
Egg plant, crate, 1 dozen	....	3 00
Garlic, per lb.	....	0 10
Lettuce, Boston, box	2 25	2 50
Canadian lettuce, per box, 3 to 4 doz.	....	3 00
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per crate, 150 lbs.	....	4 25
New Egyptian, per lb.	....	0 06
Red Danvers, 100-lb. bag	4 50	5 00
Shalottes, per dozen bunches	....	0 50
Parsnips, bag	....	1 75
Parsley, American, per doz. bunches	....	0 75
Parsley, per box	2 25	2 50
Parsley, Canadian, per doz. bunches	....	0 35
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Bermuda, barrel	7 75	8 00
Green Mountains, $1.25; Quebec, bag	1 10	1 15
Potatoes, sweet, Jersey, hpr.	....	1 50
Radishes, per doz. bunches	0 50	0 60
Rhubarb, dozen	1 50	2 00
Spinach, C.H., barrel	2 00	2 50
Turnips, Quebec, bag	....	1 00
Turnips, Canadian, bag	....	0 75
Tomatoes, Florida, choice, crate	3 00	3 50
Tomatoes, Florida, fancy, crate	4 00	4 50

TORONTO.

GREEN FRUITS.—Continued wet and comparatively cool weather is affecting demand for fresh fruit, but market is fairly active. Pineapples are coming in big shipments and the preserving season is on. Strawberries from North Carolina are on the market to-day at 25c. quart box and this will be down to 20c. shortly. Navel oranges are up another 25c. box and the market is on the upgrade; shipments are falling off and higher prices are sure to prevail. Lemons, too, are going higher with advance of season and the increase in demand.

Apples—		
Spies, hand-picked, barrel	6 00	7 00
Other varieties, winter apples, No. 1s	4 50	5 25
Other varieties, winter apples, No. 2s	3 50	4 00
IMPORTED.		
Apples, Jonathans, case, fancy, extra	2 50	3 00
Spitzenbergs, per box	2 75	3 00
Roman Beauties, box	2 50	3 00
Bananas, per bunch	1 50	2 00
Grapefruit, Florida, case	4 00	4 50
Grapefruit, Cuban, case	3 50	4 00
Oranges—		
California navels	3 25	3 50
California tangerines, half boxes	....	2 00
California bloods, half boxes	....	2 00
Messinas	....	3 00
Sevilles	....	3 00
Lemons, Messina, 300's, new	3 50	4 50
Pineapples, Cuba, case	2 25	2 75
Strawberries, North Carolina, quarts	....	0 20

VEGETABLES.—More activity can be looked for in vegetable market as soon as weather gets warmer. Tomatoes have become scarce and the price has gone high; for this poor crops in the South as the result of frost is held to be responsible. Cucumbers are much easier in price. New onions are offered at $1.50 the box, spinach at 80c. the hamper, and outdoor American rhubarb at $2.25 and $2.50 the box. Cabbage are now coming by the case at $2.50. Potatoes remain firm, with little prospects of bigger shipments from New Brunswick; the outlook there is that things are pretty well cleaned up, and even higher prices are predicted, with Ontario stocks remaining firm in sympathy.

Asparagus, 2 doz. case	....	2 75
Beets, Canadian, per bag	....	1 75
Green and wax beans, hamper	....	3 50
Cabbage, new, Southern, bbl.	2 50	2 75
Cabbage, new, Southern, case	....	2 50
Carrots, Canadian, bag	....	1 75
Carrots, Florida, hamper	....	2 00
Cucumber, Florida, hamper	....	4 00
Celery, Florida, case	....	3 50
Egg plants, per crate	4 00	4 50
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	5 00	5 25
Green, doz., Canadian, 20-30c; U.S.	0 40	0 60
Green, long, box	....	1 50
Parsnips	1 25	1 75
Green peppers, basket	0 75	1 00
Potatoes, New Brunswick, per bag	....	1 25
Potatoes, Ontario	1 10	1 15
Potatoes, new, Florida, hmprs., 1 bu.	2 75	3 00
Sweet potatoes, kiln dried, hamper	1 10	1 40
Potatoes, new, Bermuda, per bbl.	9 00	11 00
Parsley, doz. bunches, Can., 25c; U.S.	....	1 00
Rhubarb, per dozen	1 00	1 25
Rhubarb, American outdoor, box	2 25	2 50
Spinach, hamper	....	0 80
Tomatoes, Florida, per case	4 50	5 00
Turnips, bag	....	0 75
Radishes, Can., per doz.	....	0 50
Radishes, hamper	....	1 50

WINNIPEG.

GREEN FRUIT.—The week has seen number of changes, all in downward direction. Strawberries especially have dropped, present price being $3.50. It is not likely any further decline will take place immediately, although a little later on, when the stock is more plentiful, a further slight decline will be noted.

Apples—		
Ben Davis, No. 1	....	6 50
Ben Davis, No. 2	....	5 75
Washington Rome Beauties, ex. fancy	....	3 00
Wine saps, Spitz, ex. fancy	....	3 00
Bananas, lb.	....	0 04
Red bananas, lb.	....	0 06
Cocoanuts, bag	....	6 00
Grapefruit, 54-64-80 size, case	....	5 00
Lemons—		
California	....	5 00
Messina	....	4 00
Oranges—		
California navels	3 00	3 25
Pineapples, Cuban, crate	....	4 00
Strawberries, Louisiana	3 50	....

VEGETABLES.—As with fruit, here, too, the movement has been in a downward direction. Celery is being quoted lower at $5. Cucumbers, too, have dropped in price, as have Texas Bermuda onions. Rhubarb is materially lower at $1.50. Tomatoes, however, are strong, the demand being almost greater than the supply.

Artichokes, per doz.	....	1 75
Asparagus, Cal., crate	....	4 00
Beets, old, per cwt.	2 00	2 50
Beets, new, doz. bunches	....	1 25
Cabbage, Texas, per ton	....	60 00
Cabbage, California, ton	....	70 00
Carrots, old, per ton	....	50 00
Carrots, new, doz. bunches	....	1 00
Florida celery, crate	....	5 00
Cucumbers, extra fancy, hothouse, doz.	....	2 50
Green peas, lb.	....	0 15
Green pepper, crate	....	5 00
Head lettuce, Texas, hampers	....	3 00
Head lettuce, Cal., crate	....	4 00
Leaf lettuce, doz.	....	0 40
Onions—		
Texas-Bermuda, crate	....	2 75
Parsnips, per cwt.	....	2 50
Parsley, per doz. bunches	....	0 60
New potatoes, per hamper	....	3 50
Potatoes, old, Southern, bush.	....	1 10
Radishes, doz.	....	0 50
Tomatoes, Florida, per crate, 6 bkts.	....	5 00
Rhubarb, Washington, box	....	1 50
Shallots, per doz.	....	0 80
Spinach, Texas, bbl.	....	10 00

MANY A THOUGHT AND INSPIRATION.

"I might say that I got many a thought and inspiration from reading Canadian Grocer, that assisted me on the road to success."—T. B. Cramp, Orillia, Ont.

FISH AND OYSTERS

Fresh Fish Now Coming Freely Into the Markets

Lake Caught Varieties Are Delayed by Backward Weather—Montreal Still Awaits the First of the Brook Trout—P.E.I. Oysters on Eastern Market.

MONTREAL.

FISH AND OYSTERS.—Month of April is always a dull month, and so when we turn into the month of May fish business is always expected to improve. Though some lines of fish are late in coming in, due to the continued bad weather, other lines are pouring in constantly and keeping the market supplied. Halibut from the West coast is plentiful and so is haddock from the East and a few river species, such as carp, pike, perch and bullheads, etc. No brook trout have put in appearance yet, though season opens May 1st. Reports received are to the effect that most of the lakes and rivers are still frozen. Trade is very limited in prepared, salt and dried fish; only a few boxes of boneless or prepared cod are being shipped. Pickled salmon, which is in fair supply, expected to move as soon as the warm weather sets in. Market is cleaned out of domestic pickled herring, but is well provided with imported Scotch and Holland fish. The oyster trade, as usual at this season, is quiet. A few barrels of spring-fished Montague oysters are on their way to this market from Prince Edward Island, and from private beds a regular supply is expected all through summer season. Lobsters are more plentiful and are coming down in price. From now until about the middle of next June prices will sag to their lowest levels. Very limited quantities of lake fish have been received yet.

TORONTO.

FISH.—The business on the local fish market is almost entirely confined to the fresh varieties, with plenty of cod, haddock, white fish and trout coming. Fresh halibut is rather scare and good kippers are also hard to secure. The prices for the fresh varieties are about normal for the season. Lobsters are plentiful.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 11	0 12
Haddock, fancy, express, lb.	0 06	0 07
Steak cod, fancy, express, lb.	0 07	0 08
Round pike, fancy, express, lb.	0 08	0 08
Flounders, fancy, express, lb.	0 07	0 08
B. C. salmon, fancy, express, lb.	0 20	0 22
Buck shad, fancy, express, each	0 50	....
Roe shad, fancy, express, each	1 00	0 75
Shad herring (Gaspereaux), each	0 03	0 03
Carp, per lb.	0 08	....
Dressed bullheads, per lb.	0 10	....
Dressed perch, per lb.	0 10	....

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	...	.06-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, boneless, per lb.	.10	.10
St. John bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.10	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.10	1.15
Kippered herrings, selected, 60 in box	1.20	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.22	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	.15-.16	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Cohoes or silvers, lb.	.08½-.09	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tullibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dressed or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lb.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls. 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 50	....
Herrings, Labrador, half bbls.	3 50	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	..	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imported milkers, hf bbls	5 00	....
Holland herrings, imported milkers, kegs	0 75	....
Holland herrings, mixed, half bbls.	6 00	....
Holland herrings, mixed kegs	....	0 65
Lochfyne herrings, kegs	1 25	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb	7 50	7 50
Dried hake, medium and large, 100 lb.	7 00	....
Dried pollock, medium and large, 100 lb.	7 00	....
Dressed or skinless codfish, 100-lb. case	7 00	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs per lb.	0 07½	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed best standards, quart cans, each	0 35	....
Sealed best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 50	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	8 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, per lb.	0 24	0 40
Boiled lobsters, medium and large, lb.	0 25	....

WINNIPEG.

FISH AND POULTRY.—Market has been quieter this week than last, probably due to fact that it is tail-end of frozen fish season. There are few varieties of fresh caught fish on the market—halibut, salmon and trout—also a few fresh carp brought in from the States.

The demand for poultry is steadily growing, and frozen Eastern stock is moving freely.

The oyster season is closed.

The week has seen only one change in prices, finnan haddies having advanced ½c.

Fish—		
Fresh whitefish, per lb.	....	0 08½
Halibut	....	0 08
Salmon	....	0 10
Smelts	....	0 10
Herring	....	0 06
Lake trout	....	0 12
Cod fish	....	0 10
Cured Fish—		
Smoked goldeyes, per doz.	....	0 50
Finnan haddies	....	0 08½
Holland herring, keg	...	0 68
Labrador herring, ½ bbl.	....	4 25
Poultry, Live—		
Fowls	....	0 12
Chickens	....	0 12
Turkeys	....	0 15
Ducks	....	0 12
Geese	....	0 12
Poultry, Dressed, Fancy No. 1—		
Fowls	....	0 17½
Chickens	....	0 21
Turkeys	....	0 25
Ducks	....	0 22

HALIFAX, N.S.

FISH.—There still exists a considerable shortage of fresh fish on local market. Receipts during week have been very disappointing, only small catches of cod and haddock have been landed. Fresh herring are now on the market, but sales are light. Trout are also scarce, as well as lobsters. During the week a few dozen medium lobsters were marketed and price was 30 cents each. At these figures the demand was not very great. Good quality oysters in the shell are becoming scarce and price is high. Most of the stock on the market is American. The exports are very small.

EASTER WINDOW DISPLAYS.

(Continued from page 30.)

with choice spy apples heaped up and backed up with lettuce and radish arranged in semi-circular shape in layers. The sides were formed with pyramids of oranges and apples heaped up and backed up with gallon tins of apples and fresh pineapples, asparagus, cucumbers and rhubarb.

While the judges declared this to be a very attractive display, they claimed that the goods selected were not as appropriate for the occasion as they might have been. However, the window certainly showed considerable merit.

PRODUCE & PROVISIONS

Butter Cheaper and Eggs Still Higher; Cheaper Hogs, but Provisions Steady

Lard Shows An Easier Tendency, With Quotations a Shade Lower—Toronto Packers Making a Strong Demand for Eggs—Butter and Cheese Markets Await Grass Products.

MONTREAL.

PROVISIONS.—Pure lard is down about a half cent a pound for all packages. Compound is reported easier, but quotations have not been changed yet. There has been a better demand for smoked meats lately.

Hams—	Per lb.	
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	....	0 23
Light, per lb.	....	0 19
Boneless	....	0 26
Peameal	....	0 26
Bacon		
Breakfast	0 19	0 21
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork	Per bbl.	
Heavy short cut mess	....	29 00
Heavy short cut clear	....	29 00
Clear fat pork	....	28 00
Clear pork	....	27 00
Lard, Pure	Per lb.	
Tierces, 375 lbs. net	....	0 13
Tubs, 50 lbs. net	....	0 13¼
Boxes, 50 lbs. net	....	0 13¼
Pails, wood, 20 lbs. net	....	0 13½
Pails, tin, 20 lbs. gross	....	0 13
Cases, 10-lb. tins, 60 in case	....	0 13¼
Cases, 3 and 5-lb. tins, 60 in case	....	0 14
Bricks, 1 lb. each	....	0 14¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10½
Tubs, 50 lbs., net	....	0 10¾
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 11
Pails, tin, 20 lbs., gross	....	0 11
Cases, 10-lb. tins, 60 in case	....	0 11¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 11¾
Bricks, 1 lb. each	....	0 12¼
Hogs	Per cwt.	
Dressed, abattoir killed	13 50	13 75
Dressed, country	12 75	13 00

BUTTER.—Market is weaker and prices have declined one cent pound for creamery since last week. Sales were made at Cowansville and St. Hyacinthe last Saturday for 22½ cents, which is considerably below the prices of a year ago. The tendency is for still lower prices. There has been no export business and will not be until prices are at least two or three cents lower than at present. Fall make butter is now about done, only an odd lot being offered here and there.

Butter—		
Finest creamery, new milk	0 25	0 26
Finest creamery, fall make	0 24	0 25
Dairy butter	0 20	0 22

EGGS.—Receipts were not as heavy last week as in the same period a year ago. The market is firm, prices having been well maintained, both here and at country points. Toronto buyers are reported to have picked up some fairly heavy shipments in the Eastern districts and to have paid 20 cents, which is a little above the local figure. Quotation here is now 24 cents, a cent above last week's figure.

Eggs, case lots—	Per dozen.	
New laids	....	0 24
Splits	0 20	0 21

CHEESE.—There has been no change in cheese market. Supply has been very good, but under a brisk demand market has not weakened to any extent. There have been some inquiries as to export, but price is hardly favorable yet.

Cheese—		
New make	0 15	....
Old specials, per lb.	0 15	0 16
Stilton	....	0 17

HONEY.—Prices in this market rule the same, and there is not likely to be any change for some time.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY.—There has been a fair demand, with supplies about the average. Prices are the same as last week, but as the roads improve and farmers are able to get into the city, it is probable that prices will be a little easier.

POULTRY.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	....—....	....—0 25
Ducks, milk fed	0 16—0 18	0 18—0 19
Fowl	0 18—0 20	0 17—0 19
Geese	....	0 15—0 16
Turkeys, spring	....	....—0 23
Turkeys, old Tom	....	0 14—0 16
Milk fed chickens, lb.	....	....—0 25
Milk fed broilers, lb.	....	....—0 30

TORONTO.

PROVISIONS.—There is an easier feeling indicated in some departments of the provision market, particularly in regard to lard. Business is reported as fair and picking up, but handicapped by unseasonable weather. The market for hogs has been showing a steady decline, and in this shipments from the West have been a considerable factor; prices are generally expected to remain easy for some time.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 17½	0 18
Large, per lb.	0 15½	0 16½
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb	0 24	0 25
Pea m'eal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 18½
Roll, per lb.	....	0 15
Shoulders, per lb.	0 14	0 14¾
Pickled meats 1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14½	0 15
Long clear bacon, heavy	0 13½	0 14½
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	....	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12¾	0 13
Tubs, 60 lbs., per lb.	0 13	0 13½
Pails, 20 lbs., per lb.	0 13¼	0 13
Tins, 3 and 5 lbs., per lb.	0 13¾	0 14½
Bricks, 1 lb., per lb.	0 14½	0 15
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10¾
Tubs, 50 lbs., per lb.	0 10¼	0 11
Pails, 20 lbs., per lb.	0 10½	0 11½
Hogs—		
F.O.B., live, per cwt.	8 35	8 40
Live, fed and watered, per cwt.	8 70	8 75
Dressed, per cwt.	12 00	13 00

BUTTER.—The butter market is in rather bad shape and further declines in prices are noted. Quality is off, as usual at this season, and the coming in of the grass product is awaited to strengthen conditions. No butter is being packed at present on account of the poor quality.

Butter—		
Creamery prints, fresh made	0 26	0 27
Dairy prints, choice	0 22	0 23
Dairy, solids	0 20	0 22
Separator prints	0 24	0 26

EGGS.—Continued demand on the part of the egg packers both locally and in the East keeps eggs on the upgrade, and a further increase of 1c. a dozen is indicated. The market is very firm.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	....	0 26
Strictly new laid	....	0 24
Splits	0 19	0 21

CHEESE.—Continued dullness prevails in the cheese market, with plenty of fodder cheese coming in—considering the quality. Prices for new arrivals show a slight decline, and it will require the better quality product to strengthen conditions.

Cheese		
Old, large	0 16	0 16½
Old, twins	0 16¼	0 16½
New, large	0 14¾	0 15
New, twins	0 15¼	0 15½

HONEY.—There is still practically nothing doing in honey market. Prices unchanged and weak.

Clover, bbls., per lb.	0 08	0 08½
30 lb. tins, per lb.	0 08½	0 09
10 5-lb. tins, per lb.	0 09½	0 10
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	1 75	2 00

POULTRY.—There is considerable demand in Toronto for poultry, particularly live fowl, but comparatively little coming in. Prices generally remain the same, although higher are being paid in some individual cases.

Fresh Stock	Live.	Dressed.
Fowl	0 16	0 18
Chickens, lb.	0 18	0 22
Geese	0 14	0 16
Turkeys, spring	0 17	0 22
Turkeys, old Tom	0 15	0 17

WINNIPEG.

PROVISIONS.—General demand here is good. Supply of pork has fallen off owing to fact that farmers are getting on land. Generally price of provisions is holding very firm.

Cured Meats—		
Hams, per lb.	....	0 19½
Shoulders, per lb.	....	0 12½

Bacon, per lb.		0 25½
Long clear, D.S., per lb.		0 14
Mess pork, bbl.		28 00
Lard—		
Tierces, per lb.		0 12½
50 lb. tubs		6 37
20 lb. pails		2 68
3 lb. tins, cases		8 10
5 lb. tins, cases		8 02

BUTTER.—Supply is getting more plentiful since cattle are now out on the pasture. No reduction in price has been struck as yet, but this is likely to come within a week.

Creamery, Manitoba		0 30
Creamery, Townships	0 32½	0 33
Dairy	0 19	0 24
Cooking	0 15	0 16

EGGS.—Instead of a decline coming, as was expected sometime ago there has been an advance of ½c a dozen. This is due to fact that so many eggs are being put in storage, with result that the supply is not equal to demand.

Eggs—	
Extra first	0 19½
Checks	0 14
Extras in cartons	0 23

CHEESE.—Further advance in cheese which has been expected has come, prices being up ½c. As there will be no fresh cheese till the fall, it is possible there will be a still further advance.

Cheese—	
Large	0 17½
Twins	0 18

EFFICIENCY OF THE INDIVIDUAL.

(Continued from page 36.)

neighbor as thyself. On these two commandments hang all the law and the prophets.''

As a principle of efficiency, a secondary meaning of the ideal is a definite purpose which must be pursued resolutely, courageously, and without hesitation or vacillation.

The man without a purpose is a drifting derelict, useless to himself and a menace to others. The man who resolutely follows a set purpose is the ship with the strong hand on the tiller and the eye of the helmsman on the compass.

In all history there is hardly a more pathetic figure than Columbus, dominated by his ideal of sailing westward to India, going from court to court seeking a backer for his enterprise, for years meeting only discouragement and rebuffs, but always pursuing his ideal. What a reward was his when, first of all the watching companies of his three ships, he at night saw lights ahead on the shores of the New World, and felt that his ideal has been attained! Nor was the world wholly ungrateful. Today, sainted by the Roman church, the first of a ducal family, honored annually by a great republic, the name of Columbus is a monument to the fact that even one's fellow-men give their rewards to the man who chooses a noble ideal and unswervingly pursues it.

In even the smallest detail of one's work, the first requisite is a clear idea of what is to be accomplished and then a concentration of effort upon it.

Lack of purpose is the cause of innumerable failures. The ordinary man goes to work at the end of his school days with no idea of the kind of life for which he is fitted and with no definite ideal beyond the weekly pay envelope. Work assigned to him by his superiors he does indifferently because he sees beyond it no inspiring ideal. He is through life an opportunist and a failure.

If any course of action is itself incorrect, the determined pursuit of it is mere obstinacy, and is certain to lead to failure.

This illustrates the general truth that the application of any one of the principles of efficiency may be abused into a vice.

A QUARTER CENTURY AGO.

(Continued from page 39.)

reminiscences of the early days of the Toronto Grocers' Association; in fact he states that the seed which led to its birth was planted in his store—then on Wilton avenue. It was one rainy morning that Robt. Woods, who was on the road for the William Wilson vinegar factory, and a traveler named Reed, who was working for a Toronto pickle house, got talking with Mr. McCullough about the advisability of organizing a retailers' association, and they on their rounds took the initial steps for organization, a meeting later being held on Richmond street. At the time the photograph shown was taken there were possibly double the number of members shown.

RELATIONSHIP OF PROVISION AND GROCERY DEPARTMENTS.

(Continued from page 41.)

avenues of waste that every detail must be watched very closely; a little carelessness would soon wipe out the margin of profit.

In one respect the different departments in the Higgins store co-operate, and that is in regard to the delivery system, and in this connection Mr. Higgins advances his strong argument in favor of the meat and fish departments in the grocery store. He finds that the delivering for the combined departments is not so much greater than it would be for the grocery store alone, and this helps materially with the returns.

He finds that in most cases he gets the combined trade of his patrons, but he does not make a special effort to "browbeat" the customer of one department to buy in the other. He explains that he has grocery customers who are satisfied with their butchers, and with these he makes no special effort to secure trade, but in the end the power of suggestion of a well arranged display will often have the desired effect. The convenience of purchasing in one store is the great argument in favor of provision departments in grocery stores.

CATALOGUES, BOOKLETS, ETC.

Industrial Nova Scotia.

An illustrated booklet has been issued by the publicity committee of the Nova Scotia branch of the Canadian Manufacturers' Association. The title adopted, "Evidences of the Industrial Ascendency of Nova Scotia" explains the object of the booklet, it having been issued to show the wonderful development of the manufacturing interests of the province of recent years. In the "foreword" the following statement is made:—

"The position to-day of the manufacturing industries of Nova Scotia is shown in this picture story. This country with its half-million inhabitants affords a typical example of modern industrial growth. At one time exclusively a farming and fishing region, the province now possesses 1,480 manufacturing establishments, paying out $11,000,000 yearly to 28,000 employees.

"The industrial ascendency of Nova Scotia is broad, based upon its immense deposits of coal, its great forests, its farms, its fisheries, its water powers and its strategic commercial situation at the gateway of Canada. Its position on the ocean highway enables its manufacturers to assemble raw materials with conspicuous advantage and bring the world's great markets within easy reach. The climate, softened by the surrounding sea, is suitable alike to animal and vegetable life. The laws are British, and are wisely administered; the workpeople are skilled and intelligent, and religious freedom is absolute.

"By reason of these numerous and powerful advantages it is the belief of all who have knowledge of the resources of this province that Nova Scotia is destined to be one of the great workshops of the Dominion."

The succeeding pages are devoted to views of all the largest manufacturing plants, a few facts being given about each. The booklet is well printed and very creditable in every respect. That it will prove an eye-opener to many who have not realized the industrial strength of Nova Scotia is a safe prediction.

• • •

The Welch Grape Juice Co., Westfield, N.Y., have established a Retailers' Advertising Department. They furnish dealers with newspaper advertisements in which are featured various lines of articles sold by the grocer. These advertisements are electros 6 inches deep, for two columns wide, and leave spaces for the dealer's name. General advertising information is also given by this department.

Large Quantities

E'toile

(Star)

Macaroni

are being shipped regularly to all parts of Ontario, and its present popularity certainly makes its name the right one —the **Star** Brand in Ontario.

Combined with this demand comes an insistent call from the West and all other parts for

Hirondelle

(Swallow)

Macaroni

It can be easily understood. Choicest ingredients, sanitary factory, and liberal terms. Such features as these make for complete harmony.

C. H. CATELLI, Limited

MONTREAL

AGENTS:

C. C. MANN, Toronto

J. HUNTER WHITE, St. John, N.B.

TEES & PERSSE, Limited, Winnipeg

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25 size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 90
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	$ 0 85
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER.

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	$1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

FOREST CITY BAKING POWDER

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books, each	0 04
100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.90.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per dozen, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$ 2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 80
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 995
Raspberry	0 69	0 95

14's and 30's per lb.
Freight allowed up to 25c per 100 lbs.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

A pointer

for Manufacturers Producers and Importers

It's a waste of money to try to cover the Western Provinces with Salesmen who are only half acquainted with the ground, or who are totally ignorant of it. A territory only half worked might be better left alone. We have a large staff of representatives and six great warehouses in the best sections of the country, and are daily in touch with the entire Western trade.

Why not let us introduce and distribute your goods in this large-buying market?

Write for particulars and terms.

Nicholson & Bain

Wholesale Commission Merchants and Brokers

Winnipeg, Man.

Branches: Regina, Saskatoon, Edmonton, Calgary, Lethbridge.

Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.

The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For prices, etc., write to-day.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

KING OSCAR

BRAND

SARDINES

The new pack of KING OSCAR sardines commences in July. In view of the increasing demand and the continued decreasing supply of fish we strongly advise the trade to place their orders NOW for shipment ex the new pack. Consult your jobber!

Canadian Agents:

John W. Bickle & Greening

(J. A. Henderson)

Hamilton, Canada

Cleave's

DEVONSHIRE CREAM

Chocolate

Unrivalled!
Quality—A. 1.
Turn-out—Attractive
Profit—Good

ENTIRELY NEW 5 CENT LINES

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Write for Prices to Wholesale Agents

FRANK DAVY & CO., 6 St. Sacrament St., Montreal

ONE HUNDRED YEARS HENCE

The Reliable

Pride of Canada

Maple Syrup **Maple Sugar**

will be just as pure as it is to-day. This is a long way off, a century ahead, but in our hands its purity has been preserved, and it has fought for purity. It will be held in hands in the future, too, of those whose

Idea Is Purity. Order Now.

The Maple Tree Producers' Assoc., Ltd.
58 Wellington St., Montreal

L. H. P. Mackenzie, Toronto; W. L. McKenzie, Winnipeg; Oppenheimer Bros., Vancouver

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes.	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, dozen	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q; F M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking), doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 38c lb.; German's sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 28c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 cartons to box, 65c.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 50
Clover Brand, each 4 doz.	4 50
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each 4 doz.	5 20
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.
WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50

We doubled our sales of

Crisco

Did you?

If not, somebody else is doing it for you.

MASON & HICKEY - - Winnipeg

Branches—Regina, Saskatoon, Calgary, Edmonton

The Brantford

SHOWALL

Window Fixtures

beat the world for grocery selling

WRITE NOW FOR MEASUREMENT FORM & FULL PARTICULARS

Brantford Showall Window Fitting Co

BRANTFORD ONTARIO

See full page advertisement, page 46, April 17th issue.

It Must Be

Bertrand's

If you wish your customers to enjoy the

Very Best Macaroni

It takes three immense factories in France to supply the world-wide demand for this excellent product and even then capacity is strained.

THERE ARE IMITATIONS

Since its initial success in 1825 it has caused envy, so look for the name.

HENRI JONAS & COMPANY
MONTREAL

Sole Agents for Canada and the United States

WETHEY'S
CONDENSED
MINCE MEAT

is recognized
from Coast to Coast
as the
standard of excellence

Are you stocking it?

Any Jobber can supply you

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

5 oz. (all flavors), doz. 4 50
8 oz. (all flavors), doz. 6 50
16 oz. (all flavors), doz. 12 00
32 oz. (all flavors), doz. 22 00
Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz. 1 30
Knox Acidulated Gelatine (2-qt. size), per doz. 1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO.
ANCHOR BRAND.

Ammonia Powder—"Anchor"	Per case.
5c cases, 6 doz.	$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25

Baking Powder—"Anchor"	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5 lb. tins, cases 1 doz.	8 40
Chocolate—Unsweetened—"Anchor"	
10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
¼s, tins, cases 4 doz.	0 36
½s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35
Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 33
2 lb. tins, whole or ground, cs., 30 lb.	0 32
Cream of Tartar—"Anchor"	Per doz.
10c pkgs., boxes 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40
Custard Powders—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Flavoring Extracts—"Anchor"	
10c bottle	1 00
2½ oz. bottle	2 00
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 00
32 oz. bottle	24 00
64 oz. bottle	48 00
Flour—Potato—"Anchor"	Per doz.
Cases 2 doz.	1 20
Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Mustard, D.S.F.—"Anchor"	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90
	Per lb.
¼s, tins, boxes 12 lbs.	0 38
½s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36
Rice, Special Grain—"Anchor"	Per doz.
Cases 2 and 4 dozen	0 90

"Anchor" Brand.	Per case
Shaker Table Salt, free running, cases 2 doz., case	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case
25c pkgs., cases 12 pkgs.	2 40

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s 1 90
5c pkgs., cases 100s 3 75
10c pkgs., cases 3 doz. 2 50

"KOLONA" CEYLON TEA.

	Per lb.
30c black, green or mixed, ½ and 1 lb. pkgs.	0 25
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 56
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat-Os" Breakfast Food, cases 2 doz.	1 45
	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED.
Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case 5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork, 50 qts., case 8 00
50 pts., case 5 00
La Savoureuse "Claret Crown," 100 pts., case 9 00
St. Nicholas Champenoise Corks, 50 qts., case 7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb. 0 08½
Cs. 200 3½ lb. pieces, cs. 4 25
Cs. 12 3 lb. bars, lb. 0 60½
Cs. 50 ¾ lb. pieces, cs. 4 00
Cs. 50 1 lb. sq. pieces, cs. 4 75
Cs. 50 1 lb. long pieces, cs. 4 75
Cs. 200 200 grs. pieces, cs. 7 75
Cs. 100 300 grs. pieces, cs. 6 00
Cs. 200 300 grs. pieces, cs. 12 00

ALIMENTARY PASTES.
BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb. 0 08
Box, 25 lbs., loose 0 07

DUFFY & CO. BRAND.

Grape juice, 12 qts. 4 75
Grape juice, 24 pts. 5 00
Grape juice, 36 splits 4 75
Apple juice, 12 qts. 3 75
Apple juice, 24 pts. 4 50
Champagne de Pomme, 24 p. 5 00
Motts Golden Russett.
Sparkling cider, 12 qts. 4 50

The Canadian Fishing Co., Ltd.

VANCOUVER, B.C.

Producers and Shippers of

PACIFIC COAST FISH of all kinds

FRESH FISH FROZEN FISH
SMOKED FISH SALT FISH

Carload and less than carload shipments

CORRESPONDENCE SOLICITED

PINEAPPLES

The uniform high quality of our Fruit and the satisfactory condition in which it arrives at your store, is why we are known as

Specialists in Pines

The brands we offer are the best marks imported. With this you get

CONSTANT SUPPLY FAIR PRICES

PROMPT ATTENTION

This means satisfied customers for you. Send along your orders.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

ESTABLISHED 1854.

"STAR BRAND"

has been standard for **HAMS, BACON** and **LARD** for sixty years, and continues to merit the favorable verdict of all these years.

The quality and reliability of this brand is the result of many years' experience in Bacon curing. Your customers will appreciate the goods, and your trade will be all the greater if you handle them.

Put up by

F. W. FEARMAN CO., Limited

Hamilton, Ont.

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills

LIMITED

Oak Lake **Manitoba**

Get this fellow working for you

Right now, during the Spring housecleaning season, **Bull Dog** Specialties will pull and hold good trade to your store. The profit makes it worth while stocking these lines.

Bull Dog Cleansers

Clean up everything

Bull Dog Ammonia Powder, **Bull Dog** Chloride of Lime, **Bull Dog** Borax, **Bull Dog** Liquid Blueing, **Bull Dog** Liquid Ammonia.

Order your supply now.

The John B. Paine Co., Ltd.

TORONTO, Ont. MONTREAL

AGENTS:—Marshall Brokerage Co., London, Ont.; W. Lloyd Lock & Co., Winnipeg; Jackson's, Ltd., Calgary; Geo. C. Benjamin, Edmonton, and all wholesale houses.

ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

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IX. An Analysis of Current Advertising
X. The Future of Advertising
XI. Public Opinion
XII. The Professional Outsider

PRICE, $2.00 NET

Postage, 13 cents additional

TECHNICAL BOOK DEPARTMENT

MacLean Publishing Co.,
143-149 University Avenue, Toronto

Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 splits	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil."

	Per case
Sur Extra Fins, 40 Falcons, cs.	$10 00
Sur Extra Fins, 100 ½ cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 25
Tins—	
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s.	2 10
20s. ½ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & Co., Agents.

Cases, 4 doz. each, flats per case..	5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 doz. case)	$1.90	$1.80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case	$1 60	$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	.07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz.	2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naphtha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD.
EDWARDSBURG BRANDS
and
BRANTFORD BRANDS.

Boxes	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb... cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's satin, 1-lb. cartons, hrome label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch..	.06

SEEDS

To-day's prices Ex-warehouse Toronto, May 8th

No. 1 Government Standard.

	Per 100 lbs.
Red Clover	$17.50
Mammoth Clover	18.50
Alsyke Clover	22.00
Alfalfa Clover (Gold)	14.50
Alfalfa Clover (Silver)	13.00
Timothy Seed	8.00

No. 2 Government Standard.

Red Clover	$16.00
Mammoth Clover	17.00
Alsyke Clover	19.00
Timothy Seed, A	6.75
Extra No. 1 for purity.	
Timothy Seed, B	6.25
Timothy Seed, C	6.00
No. 1 for purity.	

No. 3 Government Standard.

Red Clover	$15.00
Mammoth Clover	15.50
Timothy Seed	5.00

Yellow Dutch Set Onions	$12.00

Ask for samples. **Phone Main 163**

Geo. Keith & Sons

Seed Merchants since 1866

Toronto, Ont.

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.

Owen Sound, Ontario

For a good pack of good Lemons, buy

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe

AGENT

TORONTO, ONT.

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

BRUNSWICK

BRAND

FINNAN HADDIES

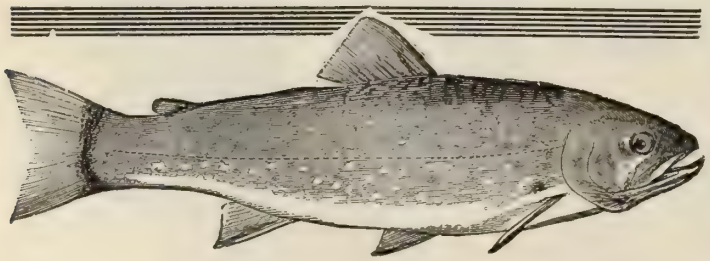
Only the most carefully selected and sweetest fish caught in the famous Passamaquoddy Bay are used in the packing of the Brunswick Brand sea foods.

The high quality of our goods has given us a large trade, which, by the exercise of conscientious business methods, is constantly increasing. When you handle Connors Bros.' Brands you sell goods that are trade-winners.

Our plant is operated under the most ideal conditions, and our goods come perfect to the consumer.

CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.



(120-lb boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb. ..... .10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs. ..... .60

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs. ..... .06½

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs. ..... .07

Barrels, 200 lbs. ..... .06½

Kegs, 100 lbs. ..... .06½

Lily White Gloss—

1-lb. fancy cartons, cases 30 lbs... .07½

8 in case ..... .07¾

6-lb. toy trunks, lock and key,

6-lb. toy drum, with drumsticks,

8 in case ..... .08

Kegs, extra large crystals, 100 lbs. ..... .07

Canadian Electric Starch—

Boxes containing 40 fancy pkgs., per case 3 30

Celluloid Starch—

Boxes containing 45 cartons, per case 3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs. ..... .06

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs. ..... .07½

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs. ..... .07½

(20-lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8 oz. pack., 120 pack. per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c, per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.86; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz..... 0 90

Clear soups, in stone jars, 5 varieties, doz. 1 10

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case 2 50
5-lb. tins, 1 doz. in case 2 85
10-lb. tins, ½ doz. in case 2 75
20-lb. tins, ¼ doz. in case 2 70
Barrels, 700 lbs. 3½
Half barrels, 350 lbs. 3¾
Quarter barrels, 175 lbs. 4
Pails, 38½ lbs. 1 95
Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case 2 05
5-lb tins, 1 doz. in case 3 20
10-lb. tins, ½ doz. in case 3 10
20-lb. tins, ¼ doz. in case 3 05
(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case .....$ 1 35
Ontario, per case 1 50
Manitoba, per case 2 30
Saskatchewan, per case 2 60
Alberta, per case 2 70
British Columbia, per case..... 2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case..... 2 95
Manitoba, per case 3 40
Saskatchewan, per case 3 65
Alberta, per case 3 75
British Columbia, per case 3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz., cases, doz.... 1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 80
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ½-pints.....	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD. ..

4s size, gross 2 50
8s size, gross .....$ 2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan.....	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY

(Empire Branch)

Black Watch, 6's ..... .45
Bobs, 5's and 10's ..... .39
Currency, 5's and 10's ..... .39
Stag, bars, 5 1-3 .... .38
Old Fox, 10's ..... .40
Pay Roll, thick and thin, bars, 7½'s .50
Pay Roll, plug, 7½'s ..... .50
Shamrock, bar and plug ..... .45
Empire, 6's and 12's ..... .44
Ivy, 7's .... .50
Great West, pouches, 8's ..... .50
Regal cube cut, 9's ..... .50
Starlight, 7's .... .50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

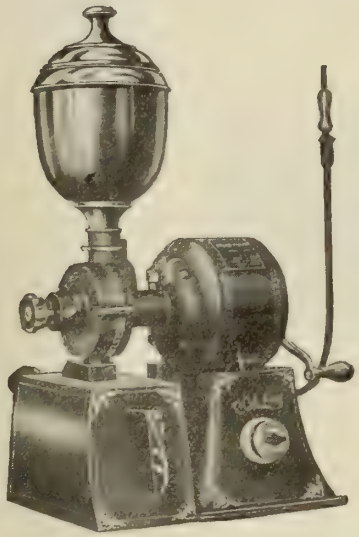
In 30, 60 and 80 lb. cases.

Black, Green or Mixed.

Blue Label ½s 0 21
Blue Label, 1s 0 26
Orange Label, 1s 0 23
Orange Label, ½s 0 24
Brown Label 1s and ½s 0 23
Brown Label, ¼s 0 30
Green Label 1s and ½s 0 35
Red Label, ½s 0 40

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

"Club House" Olives

recommend themselves

by their perfection of color, size and taste.

Our guarantee of quality behind each bottle.

The profit is good.

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Order from your wholesaler

Gorman, Eckert & Co.
Limited
London, Ontario

Western Selling Agents
MASON & HICKEY, WINNIPEG

PINEAPPLES for Preserving

We are quoting very low prices for quantities. Sizes 18s, 24s, 30s.

Quality is the best ever.

Fresh Vegetables arriving from the South:

Cucumbers, Beans, Peas, New Carrots,
Cabbage, Head Lettuce,
Bermuda and Egyptian Onions,
Florida Tomatoes, etc., etc.

White & Co., Limited
Wholesale Fruit and Fish
Toronto

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Brooms of quality
Wrapping Paper and Twines
Boss Washers
Mop Wringers
Dustless Mops
Self-Wringing Mops
Globe Washboards

Walter Woods & Co.
HAMILTON and WINNIPEG

When Olives are asked for, it will be to your interests to introduce

D. W. C.
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Their popularity is steadily increasing, as evidenced by the repeat orders received from Grocers throughout the Dominion.

Try them on your own table and then place a trial order.

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Glasgow, Scotland

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ORANGE MARMALADE.
BANNER BRAND.

	Shipping Price Doz.	Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.10	33
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

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We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
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Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

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T. UPTON & CO.

Pure Fruit Jams—Raspberry and apple, strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12-oz. glass jars, 2 dozen in case, $1.00 per dozen; No. 2 tins, 2 dozen in case, $1.90 per doz.; No. 5 tin pails, 4 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 57½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

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Pure Orange Marmalade—Guaranteed finest quality, 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

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WHITE SWAN SPICE AND CEREALS, LTD.

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White Swan Yeast Cakes, per case 3 doz. 5c packages 1 15

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"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

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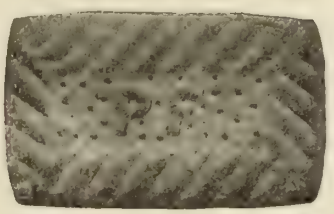
Pat-a-Cake

Ye Billiken

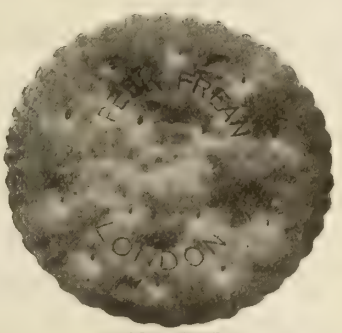
Everybody eats Peek, Frean Biscuits when they can get them—so crisp and delicious

See that your patrons get these. There's most money in supplying the popular demand.

"P.F." Biscuits are shipped in new hermetically sealed tins and are always oven fresh.



P. F. Short Cake



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PEEK, FREAN & CO., Limited

Biscuit Manufacturers
LONDON, ENG.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St., Montreal.

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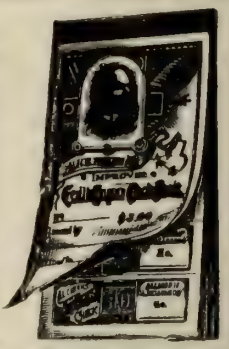

Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

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IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

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The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

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Satisfaction and profits with every sale. We want more agents. Write

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COFFEES

WRITE TO
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Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

FOR PRESERVED GOODS
SARDINE, MACKEREL, TUNNY, ANCHOVY, SPRAT
and other fishes, in oil; pickles, tomato and other sauce; GREEN PEAS, FRENCH BEANS (plainly cooked or colored green); plainly cooked mushrooms, APPLY TO LEON LE BEUVE, 22 Cours des Quais, LORIENT France), the best organized house for sale, having always stock in hand. AGENTS WANTED.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

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makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make $5.00 a week more during their spare hours. They will each make additional salary every week this year, and longer should they wish.

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143-9 University Ave., Toronto

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12-DOZ. EGG CASES

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Trenton, Ontario, Canada

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The Original Makers of
BELFAST GINGER ALE
Agents in Western Canada
EMERSON, BAMFORD CO.
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is not an article that will be tried and disused after one day. It has real merit and it will be well worth your while to push it.

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A want ad. in this paper will bring replies from all parts of Canada.

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Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

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COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

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ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—POSITION AS SALESMAN WITH wholesale or brokers, specialty teas and coffees. Nine years with present firm. Write Box 45, Canadian Grocer, Toronto. 5114

BUSINESS WANTED

WANTED TO HEAR FROM OWNER OF good grocery or meat market for sale. State full particulars. Western Sales Agency, Minneapolis, Minn.

AGENCY WANTED

GROCERY COMMISSION BROKER, OPEN to represent independent or combined canners. Not unwilling to take a financial interest, if necessary. Letters, Box 48, Canadian Grocer.

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GROCERY AND STAPLE DRY GOODS business for sale. Excellent location in growing suburb of this substantial city. Fine opportunity for live man. Brick building, living rooms above store, can be bought in connection. Box 672, Nelson, B.C. (529)

When writing advertisers, kindly mention having seen the ad. in this paper.

"25 to 1."

The grocer who recommends Jell-O to his customers is not taking chances. It is absolutely certain that every woman who buys Jell-O will be pleased.

It is sold in every good grocery store in America and is used in more homes than any half dozen other preparations—if there are so many.

Some grocers say

JELL-O

sells 25 to 1 over anything else, because its seven fine flavors are irresistible, and *anybody* can prepare it for the table. Its quality is so high that it is good enough for "gilt-edge custom" and its cost is so low that very economical customers buy it regularly.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

ESTABLISHED 1849

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Offices Throughout the Civilized World

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Reputation gained by long years of vigorous, conscientious and successful work.

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"Good Morning, Watson,

"I must congratulate you on that big order you sent in from Smith, Jones & Co. We have already gotten a fair share of their trade, but this is the finest order you have ever received from them. How did you get it?"

"Well, Mr. Smith says since we are using

Thompson & Norris Corrugated Boxes

our shipments have been coming to hand without breakages, the freight charges have been less, and he says he is going to give the firm his business who takes care of them in the little things."

"Splendid, Watson, and by the way, these corrugated boxes are costing us less money than the old wooden boxes, and our shipping department can pack two of them against one of the old kind."

Manufacturers, wholesalers and shippers in every line of business are adopting the T. and N. Corrugated Boxes for the packing of all kinds of goods, glassware, bottles, etc.

The Thompson & Norris Co. of Canada Limited
Niagara Falls, Canada
Give further particulars
Name .....
Address.....
C.G.

The Thompson & Norris Co. *of* Canada, Limited

NIAGARA FALLS, CANADA

Brooklyn, N.Y. Boston, Mass. Brookville, Ind. London, Eng. Jülich, Germany

The Tumbler Package

The tumbler is one of the newest and most popular of the glass containers. It is much cheaper in the original cost than either the bottle or jar, and the wide mouth reduces materially the cost of packing, and the goods are shown to the best advantage.

The consumer prefers it because, owing to the variety of sizes, just the required amount of goods may be purchased, and moreover, when emptied, it provides a serviceable drinking tumbler.

Anchor Caps are the only perfect Tumbler Caps. They are absolutely air and liquid-tight, and thereby insure all packages being delivered to the consumer in the same condition that they left the packer.

They may be removed and then put back on the container, giving an air and liquid-tight reseal.

Owing to the high quality of lacquer used they do away with the need of paper liners or paraffine.

Anchor Caps often pay for themselves by eliminating returns.

We seal all varieties of bottles and jars as well as tumblers, and no matter what package you are using it will pay you to see us before deciding on your cap.

Anchor Cap & Closure Corporation of Canada, Ltd.

Sudbury St. West, Foot Dovercourt Road

TORONTO, ONT.

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is the chief feature of

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For over one hundred years it has held pride of place, and to-day comes to you as pure as ever. It is 72% finest Olive Oil, together with other choice ingredients, all of which make for PURITY.

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100 200 Grammes pieces to case	case	4.00
200 200 Grammes pieces to case	case	7.75
200 100 Grammes pieces to case	case	4.25

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It is not a good idea to order "Tea" and say "Tea" only. Always specify

VICTORIA and PRINCESS LOUISE,

the choicest blends of JAPAN.
In 30 and 40-lb. boxes.
In 80 and 90-lb. half boxes.

YOU WANT THE BEST.

Write, Phone or Wire.

Laporte, Martin, Limitée

568 St. Paul Street,
MONTREAL

Tel. M. 3766

Make yours a neat, attractive, trade-pulling store with "Walker Bin" Fixtures

Get the most out of your store space. Don't make customers wade through an unsightly mass of boxes, baskets, etc., piled round on the floor. Make shopping a pleasure for your patrons—display your goods scientifically, get the most out of your display space. A "Walker Bin" System will save 25% of your floor space, improve your service 100%, and make selling a real pleasure. It pays for itself in a short time.
We manufacture the best in show cases and refrigerator counters. Write for illustrated catalog and estimates.

Walker Bin & Store Fixture Co.
LIMITED
Berlin, Ont.

REPRESENTATIVES:

Manitoba: Watson & Truesdale, Winnipeg. Sask. and Alta.: North West Specialty, Saskatoon, Sask. Vancouver: Western Plate Glass Co., 318 Water St. Montreal: W. S. Silcock, 33 St. Nicholas St. Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

Store of J. E. B. Wilkinson, Saskatoon, Sask.

This easy seller makes washing easy

Inexhaustive tests have proven that Wonderful Soap is a sure and speedy cleanser for many and all kinds of fabrics, without injuring the most delicate.

Hard and pure, Wonderful Soap will do more work to the bar than any other soap. The market is good for such a useful washday wonder, and the profit well repays you.

ASK FOR PRICES.

THE GUELPH SOAP CO.

GUELPH, ONTARIO

Do You Know What the Heinz Grocers' Service Is?

THROUGH our general advertising we are creating a country-wide consumer demand for the 57 Varieties. Through our Grocers' Service Department we are trying to bring that demand into *your store* and help *you* sell more goods.

If you have not yet learned about the Heinz Grocers' Service Work ask our salesman for particulars or write us direct.

H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
PITTSBURGH, U. S. A.

THE NAME "FAIRBANK" MEANS SOAP SURETY

Billboards, street cars, magazines and newspapers have carried the GOLD DUST message to housewives everywhere and GOLD DUST is recognized by your customers as the cleanser that saves them most work.

GOLD DUST is so well known that it sells itself if displayed, but a word from you as to its qualities means quicker sales.

"RECOMMEND GOLD DUST—EVERY SALE MEANS ANOTHER."

The N. K. Fairbank Co., Limited
MONTREAL

Brooms must follow the corn

A few years ago, most grocers will remember, the broom corn crop was a decided failure and brooms bounded up in price. To-day the same condition exists and brooms are sure to reach a price much more advanced than they are now.

Pansy Brooms are the quality brooms

And as such will have an increasing sale the higher that brooms go in price, because a few cents more on a quality broom pays well. The higher the price the more careful the housewife is in her selection, with the result that Pansy Brooms are the unanimous choice. Stock up now before they go higher.

H. W. Nelson & Co., Limited
TORONTO

EVERY BARREL & HALF BARREL BEARS THIS STENCIL ON THE BARREL HEAD IN RED AND BLUE, OR IT IS NOT FIVE ROSES FLOUR · THE FULL-SIZE BARREL CONTAINS 196 POUNDS, THE HALF BARREL CONTAINS 98 POUNDS · ALSO PACKED IN BAGS OF VARIOUS SIZES

FEATURING—ALBERTA MERCHANTS' CONVENTION

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, MAY 15, 1914. No. 20

Sterling BRAND

Sterling BRAND

Sweet Pickles

Put up in Canada's Largest and most modern Pickle and Catsup Factory

With our long string of pickling stations situated close to the many vegetable-raising districts around Toronto and Hamilton, we are enabled to secure the very finest grade of vegetables and to pickle them immediately, avoiding any chance of them losing their fresh crispness. Our large output gives us control of the pickle supply in the best districts.

Sterling Sweet Pickles are put up in various ways from the large pail of Sweet Mixed to the attractive bottles of "Sweet Midgets," the "O-Eat-A" and the bottles of select "Sweet Mixed."

We also make sour pickles, Chow-Chows, Relishes, Sauces, Catsups, etc.

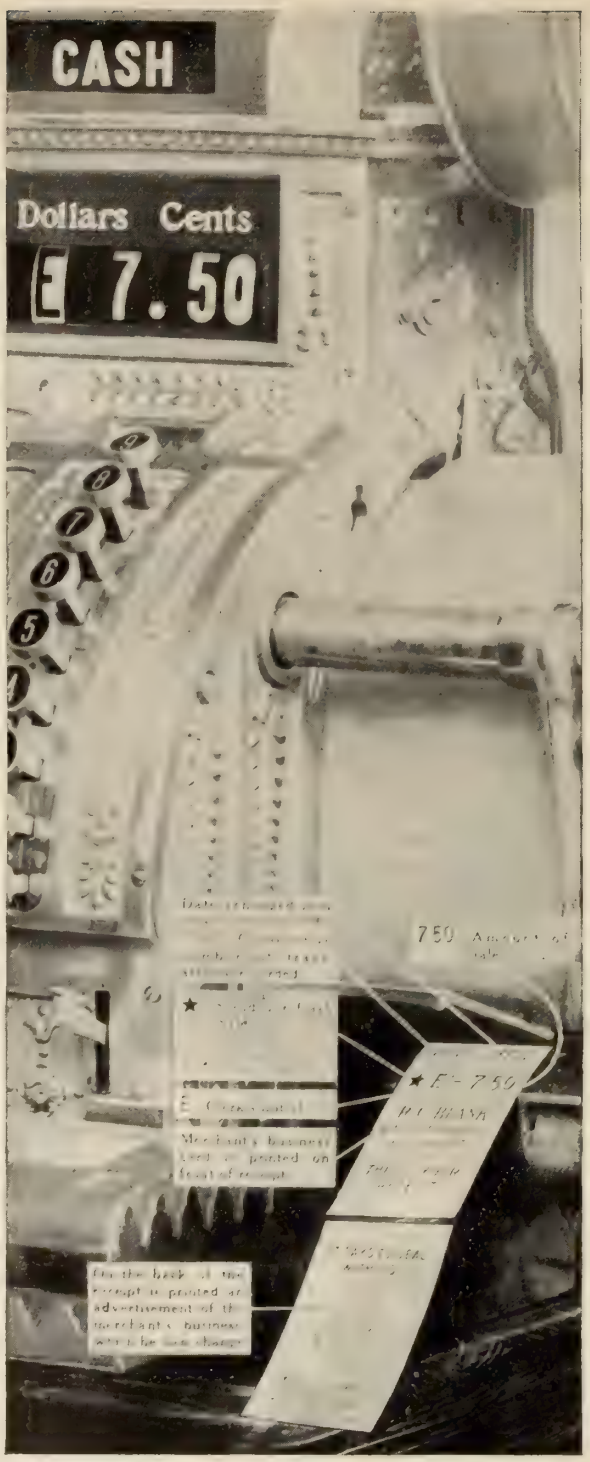
Sterling success is built on the solid foundation of quality and square dealing.

The T. A. Lytle Co., Limited

STERLING ROAD TORONTO

The N.C.R. Receipt Benefits Merchants In 10 Ways:

1. It increases profits.
2. It stops mistakes and losses.
3. It advertises their business and increases trade.
4. It is plainly printed and cannot be changed.
5. It guarantees a printed record of every article sold.
6. It tells the date the sales were made.
7. It protects employees against temptation.
8. It shows which employee is most efficient.
9. It shows in dollars and cents the same amount that is recorded inside the register.
10. It enforces correct records which cannot be lost or destroyed.



The N.C.R. Receipt Benefits Clerks In 10 Ways:

1. It removes temptation.
2. It makes clerks more accurate.
3. It prevents unjust suspicion.
4. It helps clerks make good records.
5. It prevents disputes with customers.
6. It prevents forgetting to charge goods.
7. It enables clerks to wait on more customers.
8. It furnishes accurate records of each clerk's sales.
9. It prevents one clerk being blamed for another's mistake.
10. It helps to prove the clerk's honesty, accuracy and ability.

If merchants knew of these 10 benefits they would give N. C. R. receipts for all money taken in.

We make cash registers for 286 kinds of businesses.

If clerks knew of these 10 benefits, they would want N. C. R. receipts used in all stores.

National Cash Registers print many different kinds of receipts.

They are a necessity wherever money transactions take place

Considering what they do, National Cash Registers are the lowest-priced machines sold in the world

The National Cash Register Company

285 Yonge St. - Toronto

Canadian Factory, Toronto

It's more than plain lime juice

That's why people prefer it to the ordinary. *Stower's Lime Juice Cordial* is prepared from the freshly squeezed juice of the Lime Fruit. Every impurity is removed. Carefully blended to suit the most fastidious tastes. All ready for use.

Stower's Lime Juice Cordial keeps the blood and digestive organs in good condition. Very delicious, healthful and refreshing.

Dealers can realize good sales the whole year round by keeping it to the front and recommending.

As supplied to His Majesty King George

As supplied the British House of Commons

ARTHUR P. TIPPET & CO.

AGENTS

Montreal, Que.

—*the package*

that makes London famous for Soda Biscuits—that puts dollars into Canadian Dealers' Pockets

This package and all other Perrin's Dairy Cream packages contain sodas of a quality that is unsurpassed for richness and flavor. They make an ideal healthful food, crisp and delicious—always fresh. Put up as follows:

5c Parchmentine, 10c Red Label, 10c Cartons, 25c Cardboard, 30c and 35c tins, also in 5c, 10c and 25c Fancy Thin blue packages only. Order your stock now.

D. S. Perrin & Co. Limited

LONDON, ONTARIO

—the E.D.S. Trade-Mark

The E.D.S. trade-mark on fruit products stands as a guarantee to the customer of quality and absolute purity. A line-up display on your shelves, counter or window of . . . pure fruit delicacies bearing the E.D.S. label will at once create a favorable impression with people visiting your store. E.D.S. Jams and Jellies are stamped "Genuine" by the Government Analyst.

Made only by

E. D. SMITH & SON

Limited

Winona, Ontario

AGENTS

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
J. GIBBS	Hamilton

It's worth while putting your salesmanship behind these lines.

They are trade-winners.

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver, B.C.

The Japan Tea Market

is now open and we shall get cable advices daily of its condition as the season progresses. Our agents at different points will be thoroughly posted.

FURUYA & NISHIMURA

MONTREAL

Surplus Onion Setts for Planting

We offer surplus of our extra fine stock as below, subject to previous sale. Wire your orders at once.

ONION SETTS.

Dutch Setts, Yellow	$12.00
Dutch Setts, White	13.00
Dutch Setts, Red	12.00
White Multipliers (extra fine)	18.00
Shallots or Multipliers	8.00
Garlic Setts	15.00

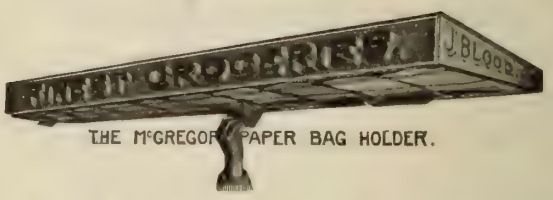
Spread your Onion Setts out thinly in a cool, dry place promptly on arrival, and prevent heating and growth.

Write us for anything you need in Seeds.

Toronto Phone Main 1510.

WM. RENNIE CO., LIMITED, TORONTO

A store convenience — costs little — gives big service



THE McGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

SNAP sells all the time because they need it all the time

Everybody, from the two-year-old who upsets the polish on her hands to the father who earns a livelihood for his family in the office, factory or machine shop—from the romping boy to the busy housewife, they all require **SNAP Hand Cleaner** every day.

It's real pleasure and convenience to use Snap. It cleans thoroughly and soothes the skin. Absolutely does not roughen or chap the hands.

A stock of **Snap** will prove a real money-maker.

SNAP COMPANY, LIMITED

MONTREAL

CIRCULAR STYLE

DRY DUSTING MOP

You can retail this style mop at 75c.

YOUR PROFIT IS 50%

On the Tarbox "no oil" Mop. It is chemically treated. It collects dust and holds it.

The Tarbox is a better mop at a lower price—a popular price which is 25 per cent. less than imported mops. It is easier to sell and yields you a larger profit. Sell the

TARBOX

DRY **NO OIL** DUSTLESS

Mops and Dusters

They satisfy every user. Every user will help you to sell more. That's a fact.

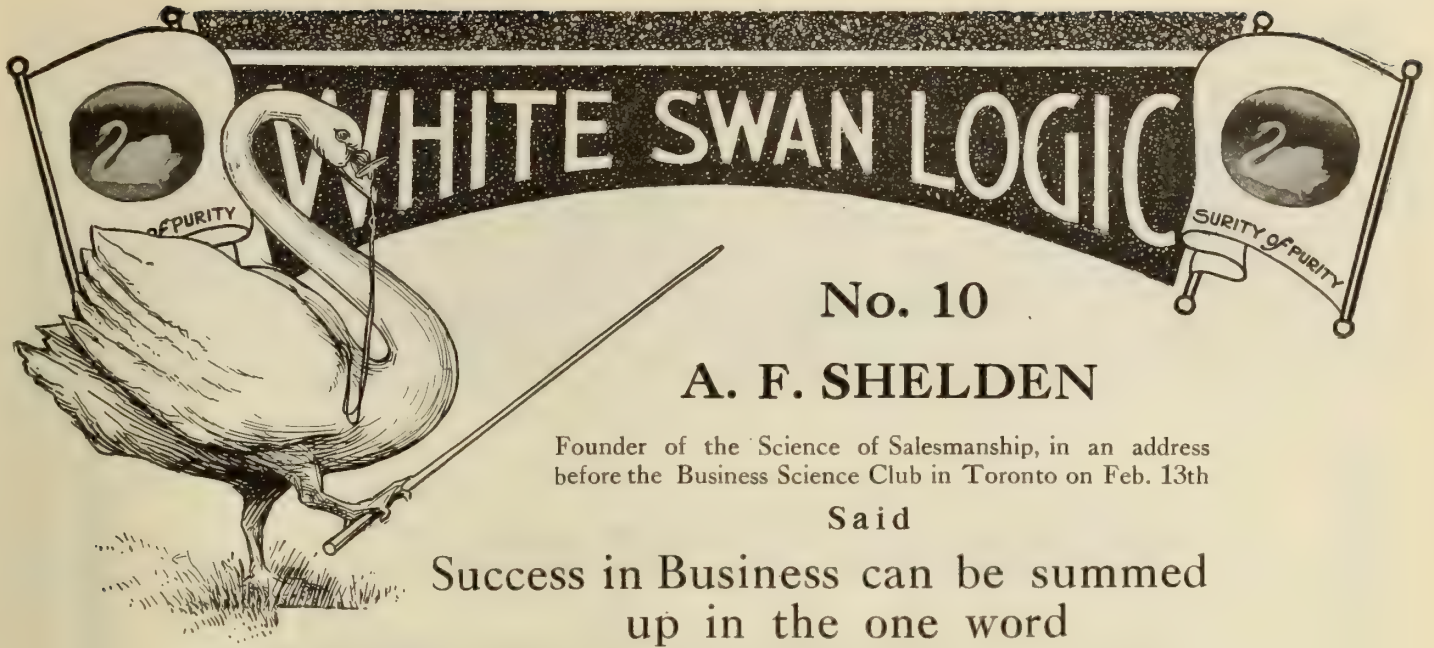
Stock the Tarbox Mops TO-DAY. Get the larger profit and sell for the lowest price.

Supplied through Jobbers

Write NOW for our proposition.

TARBOX BROS.

274 Dundas Street : TORONTO



No. 10

A. F. SHELDEN

Founder of the Science of Salesmanship, in an address before the Business Science Club in Toronto on Feb. 13th

Said

Success in Business can be summed up in the one word

DEAS

D Stands for the Discrimination that it is necessary to exercise in allotting the duties of the day. Trifles should be given to the men of small calibre. The BOSS should only engage in the big things.

E Stands for the need of an Ethical viewpoint to guard against allowing anything to get by you that will reflect on the store's reputation or injure a competitor.

A Stands for Accuracy in taking and filling orders; in making out the bills and in the other thousand and one things you have to do every day. Mistakes are always—not sometimes—but always expensive.

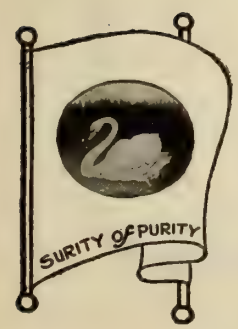
S Stands for the Speed that present-day competition demands. The successful merchant of to-day is the man who has eliminated waste motion. Speed means making every motion count.

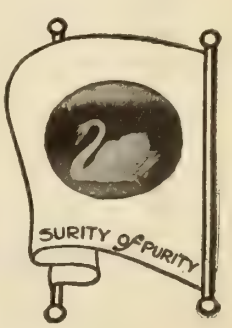
Truer words never were spoken. The grocer who will practise Discrimination in buying will never be stuck with dead lines. Moral: Always stock White Swan Products.

Make a start to-day. Speed up your staff. Eliminate the waste. Sell White Swan Goods. They're widely advertised in the leading periodicals of the country. But it's the quality and that "Surity of Purity" that makes it so easy for you to repeat on every sale of White Swan Goods.

Read "White Swan Logic" next week on "Giving Weight."

WHITE SWAN
SPICES AND CEREALS, LIMITED
TORONTO





Alberta Grocers:

these warehouses are at your service

with a complete line of high quality groceries and the **Royal Shield Brand** of packaged products. The strategic location of our warehouses and good shipping facilities enable us to give you a prompt and satisfactory service.

No delays, no disappointments. We ship immediately.

Royal Shield Products include Tea, Coffee, Cocoa, Spices, Baking Powder, Extracts, etc. They are absolutely pure. They are prepared in our own modernly-equipped factory, under the supervision of experts. We guarantee that these lines will satisfy your most exacting patrons. Our prices are right. Get in touch with us now; your smallest requirement will receive our best attention.

Campbell Bros. & Wilson, Ltd.
WINNIPEG. (Established 1882)

Campbell, Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON, LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd.
CALGARY

Wholesale Grocers and Importers

What is Succotash?

Do you know what succotash is? Do you know that there is a large sale for succotash? How much of this trade are you getting? Succotash is a combination of fresh green corn and lima beans. It is an agreeable variation in a vegetable diet.

"LOG CABIN" Brand Succotash can be supplied by your Wholesaler. Try a few cases with your next order.

Quality guaranteed by the

Dominion Canners Limited

Hamilton, Can.

Remind the Men

that you handle their favorite tobaccos — "TUCKETT'S ORINOCO," "T & B Myrtle Cut" and Tuckett's "Our Seal". With these three lines in your tobacco case you will please the majority of the men in your town and get them coming to your store. Remind the men by keeping your stock prominently displayed.

Your Wholesaler Carries Tuckett's.

Tuckett's Orinoco

Tucketts Limited
Hamilton, Ont.

THE

ARCTIC

way of showing goods in hot weather

The most perishable goods may be kept fresh while on display in the Arctic Silent Salesmen. It is absolutely air tight, and the dry, cold air circulates freely. The Arctic is easily cleaned and stands on sanitary metal legs. Made in various styles and 6, 8, 10 feet long.

Catalog sent upon request.

John Hillock & Co., Limited
TORONTO

Agents:—Quebec and Maritime Provinces: Wolf, Sayer & Heller, Montreal. Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask.

Every Day in the week

the housewife uses

Parowax
(Pure Refined Paraffine)

It makes her washing easier — cleaner, whiter clothes — less rubbing, scrubbing and wear.

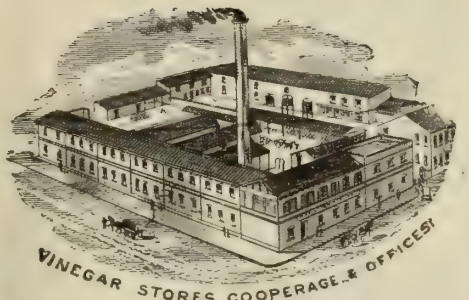
Sealing jellies and preserves, Parowax forms an air-tight, mold-proof seal.

You need Parowax because the housewife wants it. It insures you a good, steady trade, brings repeat orders, and is a quick mover.

Parowax is put up in 1/4 lb. cakes, packed 4 in a carton; 20, 40 or 100 cartons in a case.

THE IMPERIAL OIL COMPANY, Limited

Toronto	Montreal	Winnipeg	Vancouver
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon



Mr. W. E. Wigmore
(Special Representative now visiting Canada.)

PURE MALT VINEGAR

Fardons' Vinegar doesn't just "happen" to be better than other Vinegars—it is made better—infinite pains are taken in every detail of its production. In the selection of the grain, in the cleanliness and efficiency of the machinery, in the many stages of brewing, in every process right up to the final "racking" into casks, the greatest care is exercised—it is an article of proven quality that will secure and hold trade in face of the keenest competition.

Fardons' Vinegar is the vinegar which is brewed from Malt and Barley—and nothing else. Write now for samples and prices for Summer delivery to

FARDONS' VINEGAR CO., LIMITED

BIRMINGHAM, ENGLAND

Agents: F. L. Benedict & Co., Read Bldg., Montreal. Maclure & Langley, Ltd., 12 Front St. E., Toronto. Nicholson & Bain, Winnipeg.

Every Household and Travelling Trunk ought to contain a bottle of

ENO'S "FRUIT SALT"

A gentle, natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for more than forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

Prepared only by

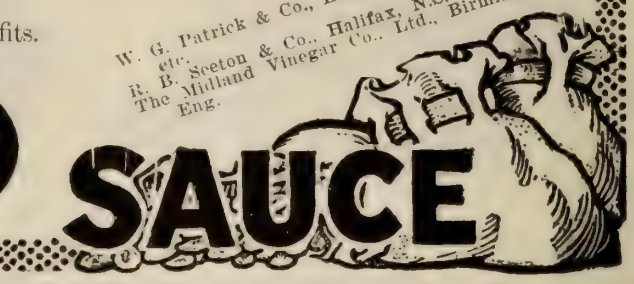
J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

If it's CUSTOMERS You Want, Sir---

H.P. Sauce will bring them in—just let the public see that you stock H.P. and thus obtain the full benefit of our extensive advertising campaign.

It makes customers—it increases—it makes profits.

W. G. Patrick & Co., Ltd., Toronto, Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.



H.P. SAUCE

BEST INCORRODIBLE

TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton

7-20-4 7-20-4 7-20-4

What a Smoke!

the 7-20-4 will afford your customers.

What a Sale!

the 7-20-4 will have, once introduced.

What a Profit!

the 7-20-4 will produce.

The choiceness of the leaf, in short, its goodness, mean **all.**

The Sherbrooke Cigar Co., Limited
SHERBROOKE, P.Q.

7-20-4 7-20-4 7-20-4

Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care.

Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.

ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

CONTENTS

Chapter
I. Can the Principles of Efficiency be Applied to Sales?
II. Efficient Salesmanship
III. A Sales Campaign—How to Start It
IV. Face to Face Salesmanship
V. The Evolution of Advertising
VI. The Weak Side of Advertising
VII. The Principles of Efficiency Applied to Advertising
VIII. The Building of an Advertisement
IX. An Analysis of Current Advertising
X. The Future of Advertising
XI. Public Opinion
XII. The Professional Outsider

PRICE, $2.00 NET

Postage, 13 cents additional

TECHNICAL BOOK DEPARTMENT

MacLean Publishing Co.,
143-149 University Avenue, Toronto

CLARK'S
Pork and Beans

Plain Sauce Chili Sauce Tomato Sauce

Three attributes which should recommend CLARK'S to you, Mr. Grocer, are:—

Their Ready Sale
The Quick Turnover
Your Satisfied Customers

all of which are due to their undoubted superiority in

QUALITY

The 2's TALL SIZE with Chili Sauce is a good seller and supplies the need of those who do not require the larger size or the larger price. You will find it in

Good Demand, The Price Right, and The Quality Just The Same

W. CLARK, Limited, Montreal

Right Now

YOUR sales of canned goods should be increasing. The prices are the lowest they have been for years. Let us replenish your stock with **TARTAN BRAND**—the brand that has stood the test of years—it cannot be beat for quality and purity.

Introduce the **TARTAN BRAND** to your customers—they will appreciate your regard for their interests.

The majority of "quality" grocers from Hamilton to Vancouver handle the TARTAN BRAND. Are you one of them? It will pay you to get into line.

Book 1914 Canned Goods with us. We will protect you fully.

Tartan BRAND

THE SIGN OF PURITY

Groceries, Spices, Canned Goods, etc., etc., etc.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON, ONT.**

Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO
Agencies throughout Canada

These tobaccos make the dollars come

Their pleasing fragrance and fine flavor make them popular everywhere, and the tobacco users in your locality will be attracted to your store for these lines.

Your wholesaler will supply you with

"Rose Quesnel"
(Smoking Tobacco)

"Master Mason"
(Smoking Tobacco)

"King George Navy"
(Chewing Tobacco)

"Maple Sugar"
(Chewing Tobacco)

The Rock City Tobacco Co.

Quebec, Winnipeg

John Duncan & Co.

Montreal

TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

BUY

STARBRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

A starch that is a good thing for your customers to use is a good starch for you to sell.

CHINESE STARCH

contains properties that enable the housewife to do her ironing quicker and easier, for the iron will not stick. At the same time her linens are given a finish that satisfies the most exacting.

We pay freight on orders for 2 cases or more.

OCEAN MILLS, Montreal

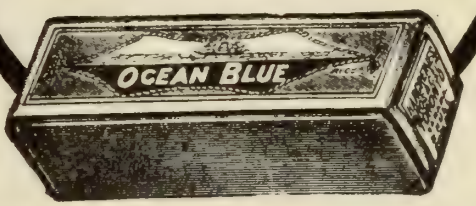
The kind of Blue that appeals to a woman most is one on which she can always depend.

OCEAN BLUE

never varies in quality.

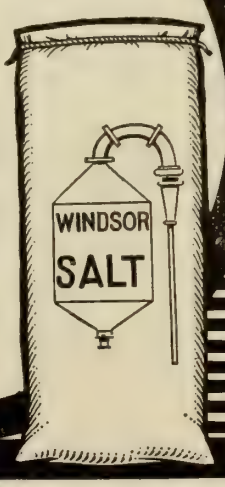
You can always recommend it with the sure and certain knowledge that it will never give any but the best results. If you have not yet got in a stock ask your jobber.

HARGREAVES (CANADA,) LIMITED,
33. FRONT STREET, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Donkin, Creeden & Avery, 117. Arcade Buildings, Vancouver, B.C



WINDSOR TABLE SALT

is just clean, pure Salt, refined to the highest degree of purity, in the most modern Salt works on the continent.



Canadian Salt Co., Limited

WINDSOR, ONT.

"Cow Brand" success is never doubted

Housewives have absolute confidence in the baking results when they use **Cow Brand Soda**. For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

CHURCH and DWIGHT

Limited

Manufacturers
MONTREAL

BANNER L&B BRAND

Still Flying On Top

The selling points that have given BANNER BRAND such a decided lead are:—

Unsurpassed Quality
Absolute Purity
Rich Natural Flavor

Can your ability as a salesman be backed by any thing stronger, particularly when Banner Brand is already a prime favorite?

BANNER BRAND is put up in the **original** (though much imitated) **tumbler,** 12 oz.; Nos. 2, 5 and 7 gold-lacquered sanitary pails, and 30-lb. wood pails for bakers' use.

You will find it "a **mighty** good jam and a **mighty** good seller." Try it yourself, then order from your wholesaler. The profits are good.

Lindners Limited

WINNIPEG 306 Ross Ave.

TORONTO 340 Dufferin St.

Representatives:
Watt, Scott, Limited, Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

PEAS BEANS

Straight from Holland

There is not a line of yellow beans or green peas on this market to-day

To Compare at the Price

Shippers all sound. No risk. If you want to establish first-class connections for these and other Dutch products, write

WOLFE & SERLUI

248 Notre Dame West
MONTREAL

Agents: We have a proposition for you also for Gouda Cheese and Edam, Holland Herrings, Superb Anchovies, Dutch Biscuits, Rice, Barley, Spices from Dutch Colonies, etc.

has a world-wide reputation

Bertrand's Macaroni

Manufactured in three of France's finest factories, in districts climatically suitable and from the very finest growth of Taganrok wheat.

Since 1825 **Bertrand** has been the **reliable** macaroni, and it is safe to say that the lead will still be held.

Order Well Ahead.

HENRI JONAS & COMPANY
MONTREAL
Sole Agents for Canada and the United States

St. Lawrence

Granulated
100 PER CENT. PURE CANE SUGAR

Put up in convenient sized white cotton bags:—
10 lb. Cotton Bags, 10-10s to the gunny.
20 lb. Cotton Bags, 5-20s " " "
25 lb. Cotton Bags, 4-25s " " "
Also our DOLLAR COTTON BAGS.

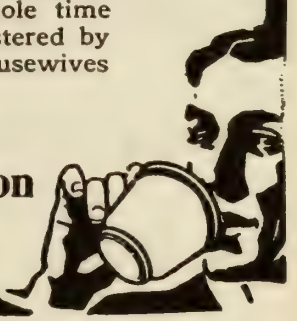
SYMINGTON'S COFFEE ESSENCE

is the standard of quality and excellence. There is no other Coffee Essence to equal it. Made by the most expert coffee-cooks who devote their whole time and attention to the manufacture of Coffee Essence. The demand—fostered by continuous up-to-date advertising—is constant, and discriminating housewives everywhere insist upon having the premier brand.

GET FULL PARTICULARS, SHOWCARDS AND PRICES TO-DAY.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.



"SHELL" BRAND
Castile Soap
("LA COQUILLE")

The Standard of Purity
A Pure Oil Soap

Has the largest sale of any Castile Soap in the Dominion

For sale by all wholesale houses

THIS SOAP IS ESPECIALLY MANUFACTURED BY
Messrs. COURET FRERES, MARSEILLES, FRANCE

For Messrs. ESTRINE & CO.

P. L. MASON & CO., Toronto, General Agents

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & COMPANY
Toronto
Ontario representatives for
D. S. PARTHENOPULO
Patras, Currants
Importers of Texan Rices, White Beans, Lentils, Imported Canned Goods, etc.

MORROW & COMPANY
CEREALS
TORONTO, - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers.
51-53 Wellington St. W., Toronto

AGENCIES SOLICITED
Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.
M. D. BEARD
50 Front St. East TORONTO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

ONTARIO (Continued)

COLLECTIONS!
Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.
COMMERCIAL COLLECTION CO.
77 Victoria St., Toronto, Ont.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers
and Importers
WINNIPEG. TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents,
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

WESTERN PROVINCES—Continued.

COCKBURN-NOLAN CO., LIMITED
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited
Canned Foods, Limited
312-314 Ross Avenue Winnipeg

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
867 Beatty Street . Vancouver, B. C.

O'LOANE, KIELY & CO., LTD.
Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries. Buyers' and Sellers' Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun.
VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
CLAUDE BEAUCHAMP
223 Commissioners St., Montreal

ENJOYED BY ALL

WHO USE IT

MAPLEINE

has become an everyday flavor with many housewives and chefs.

ORDER FROM

FREDERICK E. ROBSON & CO.
25 Front St. East
Toronto, Ont., Canada

OR

MASON & HICKEY
287 Stanley St.,
Winnipeg, Man., Canada

CRESCENT MFG. CO., Seattle, Wn.

OAKEY'S

The original and only Genuine Preparation for cleaning cutlery.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

BRAND STUHR.

STUHR'S

CAVIARE

FILLETED ANCHOVIES

(In Brine).

ANCHOVY PASTE

(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE, $2.00.

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
145-149 University Ave., Toronto

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town ..... Prov.....

Turkish Delight

Want Some?

There is nothing just so good as Sultana Brand. There is more care taken in its manufacture, more good goods put into it than you can very well imagine.

Buyers, Write.

Oriental Produce Co., Montreal

BLACK JACK

QUICK
CLEAN
HANDY

¼-lb. tins—
3 doz. in case

TRY IT

SOLD BY ALL JOBBERS

TWO CENTS PER WORD

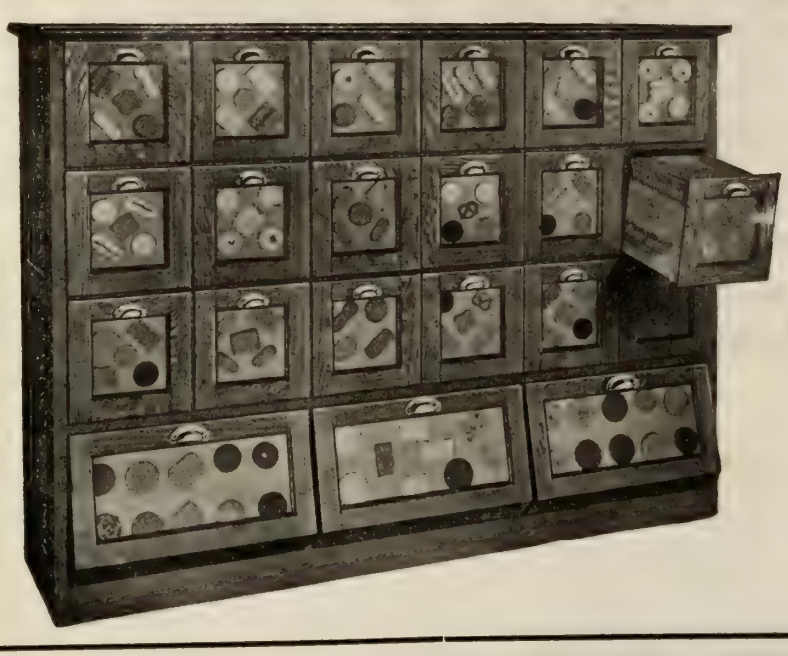
You can talk across the continent for two cents per word with a WANT AD. in this paper

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6′ long and 54″ high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.



Stock lengths are 6′, 8′ and 10′, but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match **your** fixtures and sell **your** cakes.

Walker Bin & Store Fixture Co.,
LIMITED
Berlin, Ontario

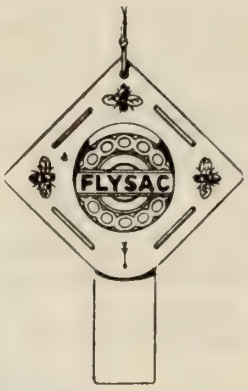
Representatives:
Manitoba:—Watson & Truesdale, Winnipeg, Man.
Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.
Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.
Montreal:—W. S. Silcock, 33 St. Nicholas St.
Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

INCREASE YOUR SALES PROFIT AND PRESTIGE

Sell the fly destroyer that does the work.

Flysac Flycatcher

Hermetically sealed. No leakage. Covered evenly with gum.



HODGSON SUMNER CO.
LIMITED
MONTREAL

Ask about Tenasitine, the adhesive that has no equal.
Agents for Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

The Breault-Gill Line of Prepared Mustard Picalilli and Chow Chow

This is a line especially prepared for fine table use, and as such is fast growing an enviable reputation. Your smallest order will get prompt, careful attention.

Write for prices.

Breault, Gill & Co.
622 ST. PAUL ST. MONTREAL

Agents Wanted

GRAB!

Yes, don't hesitate about answering this advertisement.

VIG-NOL

is a discovery of importance to **Wholesaler, Retailer,** and Housewife.

VIG-NOL acts so effectively and so harmlessly on the clothes that it nearly **does the washing itself.**

VIG-NOL, THE TABLET WASHING WONDER.
It Has Peculiar Properties Which Make It a Winner.
Write for Special Introductory Offer.

H. NAGLE & CO. P.O. Box 2024 **Montreal**
Jobbers, Write for Discounts.

We can supply you

With highest grade pure jams, jellies, marmalades and Fruits, at prices that are really attractive.

We Solicit your inquiries

STUART, LIMITED
Pure Fruit Preservers
SARNIA ONTARIO

AGENTS:
Dingle & Stewart, Winnipeg; Howe, McIntyre & Co., Montreal; Angevine & McLauchlin, St. John, N.B.; Truro, N.S., and Halifax, N.S.

The youngsters clamor for **Sharp's "World-famed Kreemy" Toffee**—grown-ups say nothing equals it.

"Kreemy Toffee" is a delicious confection that is meeting with a world-wide demand. Contains a large percentage of Swiss-Cow Cream.

For purity, wholesomeness and deliciousness it is unsurpassed. People have been wanting a confection just like this.

Wherever introduced it makes a decided hit. Get your stock now and get it going before your competitor. A big demand certain. Put up in 5c and 10c bars. It keeps well during summer months. Pays you a handsome profit.

Ask our agents for a trial order. They will supply you direct.

Made in England at "Kreemy Works," Maidstone, by

Edward Sharp & Company

SOLD IN CANADA AS FOLLOWS:

THE HARRY HORNE CO. of Toronto—For Ontario.
Howe, McIntyre & Co. of Montreal—For Quebec.
Geo. S. DeForest & Sons of St. John—For New Brunswick; J. S. C REED of Halifax—For Nova Scotia.
LEADLAY LIMITED of Winnipeg—For Manitoba, Alberta and Saskatchewan.
Hamblin & Brereton of Vancouver—For British Columbia.

Jackson's Real English Camphorated Wax Polish

THE ORIGINAL and GENUINE PREPARATION for producing a beautiful and lasting lustre on STAINED, PARQUET and HARDWOOD FLOORS, FURNITURE, FIXINGS, WOODWORK of every kind and wherever refined and durable polish is desired. Used on LINOLEUM, HARNESS, CAR and CARRIAGE HOODS, BROWN BOOTS, LEGGINGS—and all kinds of LEATHER it gives a BRILLIANT and WATERPROOF POLISH and so nourishes and preserves the material that the durability is greatly increased.

Packed in Patent Double-Lidded, Air-tight Tins.

5 SIZES.

Decorated enamel finish, Yellow, Blue and Black.

PATENT
AIR TIGHT
SEALING
COVER.
JACKSON'S
REAL ENGLISH
FOR FLOORS, HARNESS, LEATHER &C WILL CLEAN & POLISH
FOR LINOLEUM, FURNITURE, BROWN BOOTS &C WILL NOURISH & DISINFECT
WAX POLISH
THE ORIGINAL MANUFACTURE ESTABLISHED 1852
LONDON S.E. ENGLAND.
APPLY SMALL QUANTITY WITH PIECE OF FLANNEL AND RUB WELL AND POLISH WITH SOFT CLOTH.

NO PAPER LABELS USED.

NO SOILED LABELS.

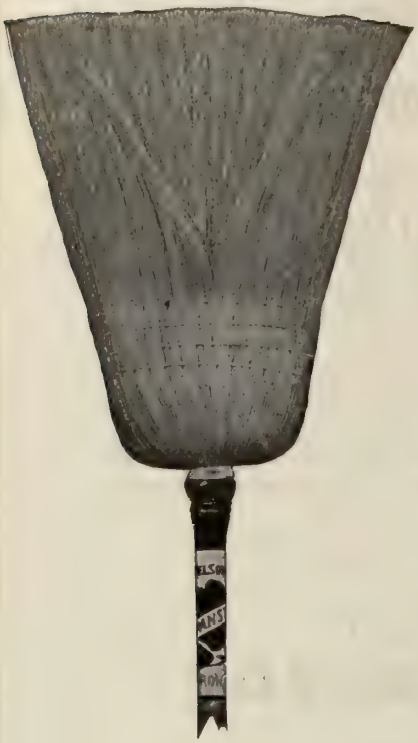
Will keep fresh and good for any length of time.

MANUFACTURED BY

T. S. JACKSON & SONS, Corner Wharf, Malt St., London, S.E.

Contractors to H.M. ADMIRALTY, WAR OFFICE, CROWN AGENTS to the COLONIES, etc. ESTABLISHED 1852.

Messrs. B. R. HARRISON & CO., 505 Welton Building, VANCOUVER; Messrs. HARRISON, WHITE & BARKER, 439 Lougheed Building, CALGARY; W. B. BATE & CO., 172 King St. West, TORONTO, will furnish PRICE LISTS, SAMPLES, etc., or direct correspondence to JACKSON & SONS' WORKS will receive prompt attention.



Sell More Brooms and Charge More For Them

Brooms are going higher

Unfavorable weather conditions have brought about a very bad failure in the crop of broom corn, causing a great scarcity and big advance in the price, with tendencies to go much higher. Brooms must still be used, but the housewife will be more careful in her selection, with the result that

The "Pansy"

will increase in sale as it has always done when a big advance has been necessary. Quality counts. Buy your stock now before a further advance and prepare for a bigger business in brooms than ever. When a broom suits a woman she tells her friends. Pansy brooms always satisfy.

H. W. Nelson & Co., Limited

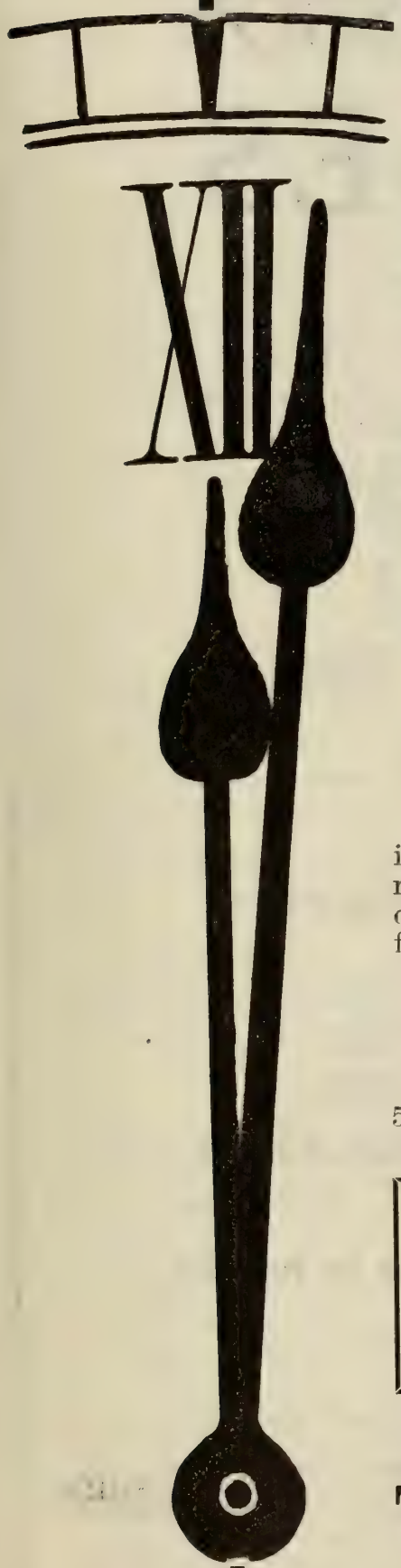
Established 1840

TORONTO

The call to arms!

An army of salesmen consisting of nearly every progressive Grocer and Clerk in the Dominion read "Canadian Grocer," and are on the lookout to push just such a product as yours. Will they see your advertisement in this issue?

Get our rates without further delay---you are losing more than we by not advertising with us.



Up To The Minute

ZU-TRO-ZU

The New Starch

The housewife has long been at a loss to put the same gloss and finish on her laundry as the Chinaman does—

She has never been able to secure a hard-finishing and gloss-giving, yet pliable, perfuming starch—

We have found it.

ZU-TRO-ZU

is not by any means a mere mixture of "any old thing." It is made up of a number of highly effective ingredients combining cleansing and finishing properties, and is in every sense a step forward in starch work.

Splendid Selling Plan

Each Gross Case Contains 2 Special Counter Stands For 5-Cent Packages, so that this can be filled from stock.

Combined Furniture Oil and Sewing Machine Oil

A VERY MODERN AND SPLENDID SELLER

AGENTS WANTED

The Canadian Utilities Mfg. Co.

549 Visitation St., MONTREAL

Ex S/S. "SARGASSO"

MOLASSES

1914 CROP

We will be able to offer you again *the best quality, the genuine quality,* which we import direct from Barbadoes.

Beware of unscrupulous firms who use all kinds of poor arguments to make you believe they are the only ones in the business.

LOOK AT THE BRAND,

EXAMINE THE QUALITY

We buy from reliable shippers only.
No humbug with us. Honest business only.
We want to maintain our reputation.

We make a price for the quality.

THERE IS NO COMBINE—THERE IS NO FIXED PRICE

WE WANT YOUR BUSINESS

Our offers include

EXTRA FANCY, BARBADOES
CHOICE, BARBADOES
V. P., DARK MOLASSES

Puncheons **Barrels** **Half-Barrels**

No order too small or too large for us to handle.

Prices and Samples submitted on request.

Satisfaction Always

L. CHAPUT, FILS & CIE, Limitée

Wholesale Grocers and Importers

MONTREAL

OLD TEA IS BAD TEA

Tea of all growths deteriorates rapidly, and is never as good as it is on the day it arrives here from the gardens.

Some of our retail friends, without considering the above facts, buy enough bulk teas to last for a year or more. They are persuaded to do this by the wily salesman who always has a "bargain" to offer. This "bargain," perhaps, has been in the wholesaler's stock for a year or over, and, even if it was originally good, has lost all its goodness. It is on account of this deterioration in tea that we are always eager to take back "SALADA" when it has been on your hands for over three months. We empty it out of the packets and sell it as bulk tea for what it will bring.

In this way is preserved the good name of

"SALADA"

FOR QUALITY AND FLAVOR

LONDON, ENG. 41 Eastcheap | BUFFALO 78 W. Genesee St. | NEW YORK 100 Hudson St. | TORONTO 32 Yonge St. | MONTREAL St. Paul St. | BOSTON 34-35 S. Market St. | CHICAGO 361 N. River St. | DETROIT Shelby Block

Branches also in Pittsburg and Philadelphia

A Profitable and Quick-Selling Line

10c. 10c.

Neat, Effective, Light, Durable
SELLS ON SIGHT

THE Wire Netting, which is securely fastened to a neat Wood Handle, is practically invisible; the air passes perfectly between the strands, and the stroke to dispatch the fly is delivered surely and effectively. Kills without crushing, and does not soil the most delicate fabrics or injure the highest polish.

Put up in boxes of One Dozen. Each box of the "King" contains a Counter Display Stand for Six Killers.

"KING" 85c. per dozen
"SWAT-STICKA" 45c. per dozen

5c. 5c.

Obtainable from Wholesale Grocers and Wholesale Hardware Firms

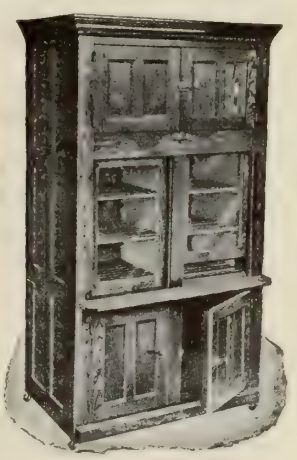
J. A. Hendry, 75 PRINCESS STREET KINGSTON, ONT.

Agents for the Dominion of Canada

EUREKA

No Grocer can afford to be without an **Eureka Refrigerator** at this season of the year. Perishable goods are kept in the best of condition.

28 years devoted exclusively to the manufacture of **Eureka Refrigerators** is a strong guarantee. There is nothing made in this or any other country that is equal. Do not experiment with something that is said to be just as good.



A Post Card will bring you our Catalogue.

Eureka Refrigerator Co.
Limited
31 Brock Ave. Toronto

Robinson's Patent Barley

has proved itself a healthful and nutritious food for young and old.

Sells Without Effort

Its reputation is long established and customers like it; that accounts for the steady demand.

MAGOR, SON & COMPANY, Limited

403 St. Paul St., Montreal **30 Church St., Toronto**

AGENTS FOR THE DOMINION OF CANADA

This Is Your Business

Do you know that if you do not stock Crown Brand Corn Syrup you are overlooking a profitable business proposition? Crown Brand dealers last year sold twice as much Crown Brand as any other Syrup. And it was profitable business too.

Crown Brand Corn Syrup

does not demand any pioneer work on your part. It is known all over Canada and has won a permanent place in most homes.

You Can Sell Crown Brand—Profitably.
Why Not Order To-day?

The Canada Starch Co., Ltd.

Manufacturers of Edwardsburg Brands

Works: Cardinal and Brantford

CANADIAN GROCER

VOL. XXVIII MAY 15, 1914 No. 20

Many Alberta Dealers at Three Day Conference

One of the Livest Questions Discussed Was That of Wholesalers Selling Direct to the Consumer—Strong Resolution Introduced—Collection of Small Debts Given Much Attention—T. A. Gaetz, Red Deer, the New Head—Manufacturers and Wholesalers Exhibit.

Reported by Staff Representative

CALGARY, Alta., May 12.—One of the most remarkable conventions ever held by the Retail Merchants' Association came to a close last week in Calgary. This was the first annual convention of the Alberta Branch, which has been organized much less than a year; but it is big for its age. The convention lasted three days—May 5th, 6th and 7th—and was remarkable for many things. Firstly, the business consisted more of discussion on subjects of interest to the retailer, rather than on the hearing and delivering of lectures. About three dozen resolutions were adopted, and these referred to subjects upon which the members had their own opinions. Often these were at variance, which made the meetings more interesting.

The attendance was good. Members came from every corner of the province. There was no monopolizing the business by the larger places. Those who attended consisted mainly of general merchants, with a good sprinkling of hardwaremen. What grocers there were, were mostly from the larger centres, and they joined hands with the general merchants. The hardwaremen looked after their own business.

Tuesday morning was spent in welcoming the visitors to the city, and in registration. The evening session was presided over by the president of the provincial board of the association, J. F. Glanville, of Calgary.

The session was mainly taken up by the delivery of addresses by Major Duncan Stuart and C. L. Carter, the latter having appeared in last week's issue.

The Small Debt Court.

In the course of his address on "The Small Debt Court, and Its Relation to the Farmer," Major Duncan Stuart stated that the machinery now in existence in Alberta for the collection of small debts was an absolute failure.

He referred to the question of imprisonment for debt, and said that the idea of imprisonment for debt was a thing of the past. He did not think in the first place that a man should be imprisoned for debt, and in the second place he did not think the government could ever enact any such legislation. In the third place, he did not think it would work well if such a law were enacted, be-

View of 8th Avenue, Calgary, Showing Municipal Railway.

cause the feeling of the people was against it. The judges, lawyers and court officials had no heart for that sort of thing. They did not want to see men handcuffed, and taken away to jail. But if a man owed a just debt, there ought to be an efficacious way of getting after the man's earnings.

He had submitted a proposition for the consideration of the government by which after getting judgment, the creditor could call the debtor before the court, and have him examined as to the wages he was earning, or as to any other money that might be owing to him. If the judge was satisfied that the debtor was earning more than sufficient to supply the needs of his family, then it would be in the power of the judge to make an order that would entitle the creditor to serve notice upon the debtor's employer and without going into court again requiring him to deduct from the debtor's wages so many dollars per week as the judge might think right.

As for farmers who contracted debts, he thought that if these debts had been incurred for the supply of the necessaries of life, he was of opinion that these debts should be placed against the homestead, and with a provision that the homestead could not be sold for a number of years in order to meet these debts.

In concluding, Major Stuart stated that, while there was a small debt court, at the present time, he thought a judge should be appointed to deal with small debt cases summarily. (Applause).

A short discussion followed the close of the address, among those taking part being: A. M. Anderson, D. A. Thompson, Coronation; J. G. Robertson, Foremost; and N. A. Gaetz, Red Deer.

WEDNESDAY MORNING SESSION.

When the delegates arrived at Paget Hall on Wednesday morning, they were split up into divisions. There should have been at least five divisions, but eventually they resolved themselves into two, the hardware section and the general stores. The latter included grocers, dry goods merchants, and general merchants. In the body of the hall, the resolution committee had a sitting at which they prepared two score resolutions to be brought before the general committee at the afternoon session.

The hardware delegates met in the basement. The Western representative of this paper interviewed several of the hardwaremen present before the discussion commenced, and learned that there was going to be some hot talk about wholesale firms doing business as retailers, and in other ways catering to the consumer. While the discussion was in progress, the representative walked in to see how things were progressing, and found things pretty lively in the direction above indicated. So pointed was the talk he was asked to leave the room, a promise being given that information would be handed out later as to what had transpired.

The meeting of the general merchants was not so secret, though the criticisms cast at wholesalers were none the less severe. However, there were several other subjects discussed, which readers of this paper will find very interesting.

A. M. Anderson, chairman of this division, spoke on the severe competition felt in the smaller places. This gentleman's observations were of importance because he expressed his opinion freely during the discussion on the subject of running a business on the cash or credit basis. He declared that the former was impossible in this part of the country, and that where a man tried out the cash system, he would eventually revert to the credit system.

Some Candid Criticism.

D. R. McIvor, Cowley, was one of the first to start an attack on the wholesale houses for selling direct to the consumer. He believed that the farmer, after a few years with this organization of theirs, would find out that they could not handle goods on as cheap a basis as through the retailer, and that it would be to their interest to attend to their farms, and have somebody else manage their supply end.

He claimed that whenever retailers brought a charge against wholesalers they were told to the face that the charge did not exist, and all the while the goods were lying at the depot. At this convention, said Mr. McIvor, the general stores especially should take strong action, and bring out some plain statements. If the wholesalers were bound to be retailers, they should let them be retailers, and the retailers should become wholesalers.

A member from Bassano told a story of a wholesaler and a contractor in that town. The latter had been trading with this speaker, but one day a wholesaler came to town, drove out to the place where the work was proceeding, interviewed the cook and the boss and took the business. If he had been dealing with this wholesale house, he would have been protected. His only protection was in an association like this. There were more wholesale travelers going around than the retailer could buy from.

Often, said the speaker, a wholesaler came to town who did little business, whereupon he said, "If I can't do business with the stores, I'll sell to the contractors, the hotels and the restaurants, and at least get my expenses."

Sees Cure in Organization.

G. W. Buck, High River, referred to by the chairman as 'a big merchant in the south,' was the next speaker. If they organized, he said, when a wholesale traveler came to a town and declared his intention of doing business with the hotels, the fact could be made known, and the retailers could cut him off. It would only be necessary to do it for one month to cure the evil.

Referring to his methods of doing business, he said they had been doing a long credit business, and had found that this gave the mail order people a chance to get in. Later they started as near cash as they could get, with nothing over 30 days. They were told they could not do it, but they had succeeded.

Taking up the question of the mail order houses, he pointed out that merchants were leaving room in lots of small towns for these people to come in. The small dealer in the small town could not carry large stocks, and 25 per cent. of what the customer needs he could not keep in stock. The customer must send away for them; he gets the habit, some of the things he gets from the mail order are satisfactory and eventually he sends them all his business. He thought they should all get down to a practical cash basis, keep their stocks up, and watch the little things that the people wanted and were liable to send to the mail order firm for.

No Hold With Cash.

Mr. Anderson, the chairman, said he did not think it was possible to do a cash business in the small towns. He had tried it, and found it hard. On

ELECTION OF OFFICERS.

The election of officers took place on Thursday afternoon, and was private. T. A. Gaetz, general merchant, Red Deer, was elected by acclamation for president; H. N. Stephens, general merchant, Vermilion; first vice, N. B. Good, Lethbridge; second vice, N. I. McDermid, of the McDermid Drug Co., Calgary, treasurer; and J. A. Bucknall, re-elected provincial secretary. There was a ballot between the first and second vice.

TO RED DEER NEXT YEAR

The next convention of the Retail Merchants' Association, Alberta Branch, will be held at Red Deer, Alta., which is the home town of the new president, T. A. Gaetz.

A fine picture of the delegates to the Alberta Convention. The new president, T. A. Gaetz, is the second man from the right in the second row. J. A. Bucknall, the provincial secretary, is fourth from the right in the front row and on his left is W. H. Andrews, the Calgary secretary.

the other hand, it they limited the credit they gave, they got a hold on their customers; if they had a cash system they had no hold on them, and there was a tendency for them to go to the mail order houses.

Notwithstanding all they had said about getting after the farming community for not showing gratitude, all the farmers were not like that. He had satisfaction in looking back on customers who had stood by him. They were liable to touch on the sore spots only. It was abuse of credit and indiscriminate credit that caused the trouble, but if the credit business was done successfully, money could be made at it. Merchants should use more backbone. It was a mistake to lie down to customers. They should keep a stiff upper lip, look the customer straight in the eye, and customers would then have more respect for them than if they were always cringing to them. That was not business at all.

W. A. Fraser, Pincher Creek, did not agree with Mr. Anderson. He had had twelve years in the West, and his experience had been that you could not do a cash and credit business together. They ought to come out and out for one or the other. There was not sufficient difference made between cash and credit systems. If they were going to give credit, they should place a 10 per cent. advance on the price of their goods, and tell the merchant that he would get 10 per cent. off for cash, but if they got a good living by selling for cash, and 50 per cent. profit for credit, it would be better for the interests of the trade.

Mr. Fraser said that he had no more faith in 30 days' credit than in 30 years'. Thirty per cent. of the customers would leave it for fifty days, and some for a year unless some drastic measure were taken. He had been in the general business. Later he cut out the groceries, with $10,000 on his books. Then they did as near a cash business as they could, carrying only $4,000 on their books. But they could not draw the line too fine. He knew plenty of men in the cash business who would not go back to the old system.

Pleased With the Change.

H. J. Montgomery, Wetaskiwin, made one of the most interesting speeches of the morning. He said he cut out the credit system two years ago, after he had been doing 60 per cent. credit and 40 per cent. cash. After their first year of business, they had $10,000 on the books, the next year $15,000, and the next $20,000. Then they decided that if they could not get their money they would not do business at all, and went into the cash trade. It was not the farmers who were getting the credit, but the townspeople, who were living beyond their means. They expected a drop of 30 per cent. in their turnover. The first day was a miserable one, wet, and did not augur well, but that night they had more cash in their till than they had ever had before, and they never would return to the credit system.

During the first few months the amount of business done was not decreased more than five per cent. After that the business depression came which affected all business, upsetting calculations. Other merchants in the town have decided to adopt the cash system after seeing how well it works.

Mr. Montgomery admitted that they gave credit in some form, but never kept any books. If a man dropped into the store and purchased something, saying he would drop in to-morrow and pay for

it, that was permitted, but no account of it was kept. Then again, if when the delivery man arrives at a house to deliver a telephone order he finds the party out, he would bring the goods back because they were not paid for.

Salaries of Clerks.

Mr. Montgomery then opened an interesting subject. He wanted to hear the experience of dealers in the payment of their clerks. Was it advisable to pay a straight salary, or a percentage. He found it hard to get efficient help. One man was loyal, the next was lazy. Only a small percentage took the interest in the business they should. He often thought it would be better instead of paying a straight salary, to offer the clerk a commission on all sales above a certain amount. In his opinion the clerk would then be anxious to sell more goods.

Mr. Anderson, the chairman, while he did not wish to discourage Mr. Montgomery, said he could not help predicting that he would be back at the credit business inside of five years. He had been through the mill so thoroughly, he knew how it worked out. It started with giving a customer a pair of shoes, say, on approval.

Mr. Fraser of Pincher Creek wanted to know whether two years' experience was not sufficient to prove whether a cash system paid or not. It was up to the retailer to rid the farmer of the impression that the merchant was a banker and to show him that in running a cash business he was working in the farmer's interest; then the biggest difficulty would be overcome.

The discussion reverting to the question of wholesalers doing business with the consumer, the question was raised whether the wholesaler would retaliate on a dealer who gave information against him. Mr. Fraser drew attention to the fact that the dealer was not always loyal to the wholesalers in his own district.

Officers for Sections Elected.

The meeting of the general merchants then came to an end, and Mr. Anderson remarked how helpful this little fellowship talk had been. He only wished they could have one every month. The election of officers for this division then took place. On the motion of Mr. Montgomery, seconded by Mr. McIvor, A. M. Anderson, Bawlf, was chosen president. W. A. Fraser, Pincher Creek, was elected first vice, and E. F. Purcell, Bassano, second vice. F. F. McDonald, Cayley, was elected secretary.

J. F. Glanville, provincial president, being unable to attend, T. A. Gaetz, Red Deer, took the chair at the afternoon session. The business down on the programme was Report of Resolution Committee and discussion and voting on Inter-Provincial resolutions to be submitted to the Dominion Board. There were about thirty resolutions. Some called for discussion; others were dismissed quickly. J. A. Bucknall, Provincial Secretary, was on the platform.

Discussions on Resolutions.

Among the many resolutions submitted, the following are of chief interest to the trade in general:—

That it is the opinion of this meeting that no change should be made in the present parcel post system, as recently adopted by the Government, until it has been fully worked out and tested, and that we should insist, as far as possible, that it be self-sustaining.

On motion of Mr. Stevens, Vermilion, and Mr. Jackson, Pincher Creek, the resolution was adopted.

That it be an instruction from this convention that the information be secured from the retail merchants throughout Alberta as to whether they are favorable to have a special tax placed on large mail order catalogue houses, and that the money so secured through taxation would be paid into the various municipalities from which it is taken.

When this resolution was brought forward, the chairman announced that the resolution committee had decided that, as the Provincial Government had no power in the matter, this matter should be referred to the Dominion Board.

A member wanted to know why, if manufacturers were required to pay a licence fee to operate, the mail order people were not compelled to pay too. Mr. Sevens, Vermilion, answering this, said that the province had no control. Eaton's and Simpson's sent their catalogues through the mails, and their goods went by parcel post, so that it was impossible to touch them unless the Dominion Government did something.

Getting After the Pedlar.

That we consider that it would be in the best interests of the retail merchants of this province, who pay municipal taxes and business taxes, as well as maintain other expenses in connection with the retail sale of merchandise, and that a provincial pedlars' licence be charged to all pedlars, and that a portion of said licence be remitted to each municipality, and that any person who is found making false statements or deceiving the public should have his licence canceled, and also that the present pedlars' licence be amended so that manufacturers who peddle shall be included.

This resolution brought forth considerable discussion. Mr. Johnson, who formerly operated a store at Grassy Lake, told of a traveler who went out there last year, claiming to be a wholesaler, and sold goods at cheap rates. The speaker had been commiserating with his victims ever since, as they were stung, the goods sent being seconds. The man was arrested at one place and fined $10, whereas he had done about $10,000 worth of business. J. A. Bucknall suggested the words "and that the penalty be fixed not less than $50 in each case." Mr. Johnson thought that good. He continued, saying that the only way to handle this was through the boards of trade. Mr. Bucknall replied rather heatedly that if the merchants were alive there would be no need for boards of trade. "You can't do it," replied Mr. Johnson, "they're dead."

The resolution was adopted.

(Continued on page 35.)

THE COLLECTION OF DEBTS.

In Alberta the question of debt collection is just as live as anywhere else. One of the important resolutions submitted to the convention in this regard was the following:—

"That this Convention take further steps to press our amendments to the Division Court Act, regarding garnishees and simplifying the collection of small debts."

Mr. Bucknall announced that they had met with some success in petitioning the Alberta Government. A letter had been received from the attorney-general stating that the Premier would see that the bill was introduced next session. Mr. Bucknall said it could not be allowed to rest there, but should be given a last kick to drive it home.

Under this law, a merchant can secure a judgment summons and have his debtor put on oath as to his earning capacity, and get an order, the employer being compelled to deduct so much a week from the man's salary.

Mr. Thompson, Coronation, said it would be effective in some cases, but not in the case of the man who is always trying to beat his creditors. He did not believe in imprisonment for debt, but he believed it would be effective. Both the lawyers in his city said they should have the same law as they had in Ontario.

The resolution was then adopted.

The Store Proper Practically a Sample Room

Winnipeg Grocery Where Shipping is All Done From Rear and Almost All Goods Put Up There as Well—Good Example of Western Business Expansion.

View of the attractive interior of the store of A. Hendry, a Winnipeg grocer, who has built up a large business.

AMONG the notable expansions that have taken place in Winnipeg grocery stores during the past few years, one of the most important is that of A. Hendry, whose business premises, formerly 398 Portage Avenue, have been moved into the handsome Boyd Block, recently erected at a cost of half a million dollars. The new store is in keeping with the building, being of handsome construction and lay-out. Mr. Hendry caters to a select class of people, and enjoys an extensive business.

The change over occurred last July. The new building has just double the depth of the former one, and enables all the shipping to be done at the rear, where a duplicate stock is kept and arranged to permit of easy delivery. The front of the store is really a sample room and a place for taking orders. Every effort is made to give it as bright and attractive appearance as possible. The height is unusual, the walls being painted white, giving a maximum of light to the store. It is 25 feet wide by 135 feet long.

An Attractive Partition.

A partition divides the front from the back, and into the partition is built a large refrigerator. Above this partition, and over the shipping department, is a large office. An effort has been made to give this partition, which is the rear of the store in the customers' eyes, as pleasing an appearance as possible. Over the refrigerator two arches, consisting of breakfast food boxes, have been erected, and with the aid of artificial palms and canned goods a good-looking background has been produced.

The counters are of the bin type, with false fronts. All the fixtures are of oak. The cases behind the counter have glass sliding doors. As will be seen from the accompanying photograph, there is only one business side to the store, the other side being used for display.

The fixtures on both sides are of a most elaborate nature, the pillars being relieved by mirrors five feet high, enclosed in oak frames.

Graceful pedestals are used freely on the floor for displaying canned goods. These are of oak, hand-carved, bearing the figure of a woman. The long slender stands give tone to the store. This is noticed particularly by customers when entering.

This fixture was described fully in the spring number of April 17. Use is made of artificial flowers and palms to finish off the displays.

The store is lighted by the semi-direct method, which does away with glare and shadows. The windows have a background of oak, with panels, which lends itself admirably to window dressing.

This is the fourth store Mr. Hendry has occupied since he came to Winnipeg, every one being an improvement on the last, and an attempt to appeal to the highest class of Winnipeg citizens. He is one of those genial grocers we all like to meet.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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THE ALBERTA CONVENTION.

ORGANIZATION IN WESTERN Canada is one of the big questions of the day. Not very long ago, the Retail Merchants' Association of Saskatchewan held a large convention in Moose Jaw, which was fully reported in this paper. Last week the merchants of Alberta met in Calgary, and from the enthusiasm exhibited and the number of places from all over the province represented, it is plain that Western merchants have fully awakened to the importance of association work. This shows that the trade is alive to their own interests. The entire country is now pretty well organized, and in the next few years we may expect aggressive work on the part of the retail merchants' associations.

At Calgary last week, two topics seemed to be uppermost in the minds of the delegates. First there was the problem of overcoming the selling by wholesalers direct to consumers, and there was the great problem of keeping down credits. Vigorous protests were made against some wholesalers who seemed to find it necessary to sell over the heads of the retailers. In this matter the obligation of the wholesale dealer seems plain. If he desires to sell goods at all to the retailer, then he should sell only to the retailer. Of what benefit is it to the retailer to purchase goods from the wholesaler, only to find the wholesaler has supplied his customers? The question is one that is of much importance to the entire trade of the country, and from the organization that has been going on recently, it looks as if one of the biggest reforms will be seen in this direction in the years to come.

For many years retailers have been handicapped by insufficient legislation, or the absence of legislation so far as collecting debts is concerned. This was another of the problems gone into thoroughly at the Alberta Convention. It appears too that the only remedy lies in organization. Just as soon as the retail merchants of the country are strong enough to demand changes in the law or additional laws, then will our governments submit to the passing thereof. The retailers of Alberta hope to secure changes in legislation which will enable them to collect small debts more easily. It is to be hoped they will secure the advantage of this legislation in the near future.

That old problem as to whether cash or credit business is the most acceptable to the retail trade also came in for its usual share of discussion. It is apparent, however, that this is a question that will never be fully settled by any association. Each man will have his own individual opinion, and because of the fact that in some places a cash business is practically impossible, differences of opinion will always exist. It is a question that in future might well be omitted from association conventions. Not so, however, the matter of watching credits and collecting debts. The credit business we shall always have with us, and therefore the subject of debt collection and limitation of credit will ever remain a live one.

Next year the Alberta convention will be held in Red Deer, and it is to be hoped that even a greater interest will be taken in organization work on that occasion and during the intervening period.

TRADE IN FLY DESTROYERS.

THERE IS NO TIME like the present for selling fly destroyers. One house-fly killed now, in view of its rapid multiplication characteristics, is worth dozens killed later on in the season.

The grocery store being the natural source from which to obtain food supplies has always been considered the source from which to obtain agents of destruction against that most destructive little insect which is so fond of trailing its legs through the palatable dishes and at the same time repulsive refuse. The aphorism "it's a short haul from the garbage can to the dining table via the fly route," shows in concise form the range of taste which the common house fly possesses, and indicates all the more forcibly the necessity of early extermination.

That one pair of flies will increase their number in one summer to 6,000,000,000 if allowed to bask in the sunlight and take advantage of the moisture that drops from the clouds, is the startling conclusion arrived at by one eminent U.S. authority. English authorities are inclined to place the number even higher. Thus it becomes apparent that the killing of a pair of flies now is equivalent to wiping out many generations in a couple of months' time.

Who is there better prepared or more properly fitted to inaugurate this campaign than the man behind the counter pushing the sale of fly destroyers? As the grocery store is the most logical place from which such a campaign should arise, then this same store should stand the best chance of gaining that branch of trade and realizing the profits.

TEXT OF THE TIPPING BILL.

SENATOR DAVIS' BILL to put a stop to the tipping nuisance is an amendment to the Secret Commissions Act passed in 1909 to prevent the giving or receiving of secret commissions. The amendment in full is as follows:—

1. The Secret Commissions Act, 1909, is hereby amended by inserting therein immediately after section 3 the following as section 3-a.

"3-a. Every one is guilty of an offence and liable upon summary conviction, to two months' imprisonment or to a fine not exceeding one hundred dollars, or to both, who:

"(a) being an employee or servant, accepts, obtains, or agrees to accept, or for any other person, any gift, gratuity or consideration as an inducement to perform or as a reward for having performed, any duty or service for which such employee or servant has been or is to be paid by the employer or master of such employee or servant, or—

"(b) being an employer or master, permits or allows any of his employees or servants to solicit or to accept any gift, gratuity or consideration, as an inducement to perform or as a reward for having performed any duty or service for which such employee or servant has been or is to be paid by such an employer or master, or,—

"(c) gives, agrees to give, or offers to any employee or servant any gift, gratuity or consideration as an inducement to perform or as a reward for having performed, any duty or service for which such employee or servant has been or is to be paid by the employer or master of such employee or servant."

The last clause is the one that hits directly at tipping and from all appearances the bill will be passed. Opposition is not at all serious so far as the discussions up to the present are concerned. The first three clauses of the amendment, while they appear to be covered by the Secret Commissions Act of 1909, are of importance because they further recognize the principle laid down in that act.

EDITORIAL NOTES.

ALBERTA MERCHANTS held a most successful convention—may it only be one of many.

* * *

WESTERN HOGS coming east accounts for the decline of some $2 a cwt. in the past few months.

* * *

IN THE DEATH of J. F. Eby, a member of the trade of long standing passes into the Great Beyond.

* * *

THE GROCER PLAYS an important part in the killing of the housefly—he sells the housewife the destroyer of that evil insect.

* * *

IF TIPPING IS prohibited by law, the tippee will surely have a broken heart. Better that, however, than broken pockets on the part of the tippers.

* * *

AN ELEVEN POUND box of cherries sold for $55 in Philadelphia the other day. Is this the high cost of living?

* * *

INFORMATION FROM Halifax wholesalers indicate a healthy business outlook in Nova Scotia. The first part of the year compares most favorably with last, and 1914 is expected to at least equal, if not exceed 1913. This is a hopeful sign and indicates trade stability in the far east in spite of the temporary stress in Canada as a whole.

Sound Conditions in Smaller Centres

ALL REPORTS GO TO SHOW that conditions in the smaller towns and cities and in the rural districts are in splendid shape. Evidences are many that the temporary trade depression that some larger cities have felt, is practically lacking in the smaller centres and that business in these has been either holding its own or increasing.

The reason for this condition of affairs is plain. Any trade depression naturally strikes the big industries of the cities and this throws many out of employment. The reaction is first felt among the merchants because workingmen have not the wherewithal to pay their bills. This, of course, is less experienced among grocers who watch their credits carefully, than among other classes of merchants. Everybody must take nourishment to preserve life. But in the smaller towns where the people do not depend so much on factories, as on agriculture, dairying, fishing, mining, etc., it is only natural that a trade depression would have little influence on molding conditions unless crops have been a failure. Such was not the case last year. The West reaped a bigger harvest than ever before. Eastern farmers were never more prosperous. With hogs and beef at the price they are to-day, no farmer need worry over the price of grain. And apparently there is little chance for any serious decline in beef, hog and other produce prices.

So rural and country town conditions are fundamentally and every other way sound. Note this specific case which came to the attention of Canadian Grocer the other day. A manufacturer of a certain store fixture was asked how he found business in Ontario. His reply was that it was exceptionally good. His firm had sold a large number of the fixtures in question particularly to merchants in small towns and villages and inquiries from the bank elicited the information that not more than one in 40 was returing drafts. This is a splendid record and effectually demonstrates that business in these centres is in a sound, healthy and wholesome condition.

Similar testimony comes from Western Canada. An Eastern manufacturer, who recently returned from the West reports that he found one of his Western representatives complaining somewhat of conditions. He started him out on a new course taking in the smaller centres, and suggested he specialize on two or three of the company's lines. In two days he secured orders for some 60 gross.

Other sources of information substantiate this man's sizing up of affairs. In the West it is well known that many in the larger cities delved pretty strongly into real estate when the market was at its height. But in country districts people were not open to the same temptations. Speculation was not freely indulged in; the development of the towns was dependent upon something more substantial and that "something" was mainly agriculture so far as inland provinces were concerned and fishing and shipping in the maritime districts.

This all goes to show that the country is in splendid shape, since rural and country town business is particularly healthy. There is a moral in it too; and it is that if the working man is desirous of living a life free for the most part from worry and trouble, he will not find it in the big cities. For a few years he lives in luxury but when a slump comes—and occasionally it lasts a while—he is in poverty. Things work otherwise in less populous districts where factories are not the only sources of dependence, and that is the reason why the smaller towns and rural communities are the backbone of our country.

Investments Apart from the Business Itself

Putting the Big Men to Work for You—Suggestions on Employing the Biggest and Best in Your Business—Results That Figures Show Must Follow a Habit of Thrift.

Written for Canadian Grocer by Henry Johnson, Jr.

(Concluded from last week.)

ALL right," said Barney; "go ahead and show me, Jerry. I am a bit dazed and should like to have you explain a little to make it easier for me."

"Gladly," said Jerry. "All you have to do it to 'stop, look, listen' with concentrated attention and I'll make it clear as a bell. You now have in the savings bank approximately $750. What I here show you is what would happen if you put away $150 of that money **now** where it would draw 6% interest, compounded semi-annually, and added to your principal sum $150 every six months.

The Snowball Gets Bigger.

"January 1 is supposed to be your date to begin and the first figure, $150, is your first deposit. On July 1 you have credited to your balance six months' interest on the $150, or $4.50, and you add the second $150 of principal. So you start the second six months period with $304.50. Beginning of year No. 1 finds you with $9.13 accumulated interest and you add another $150 of principal; starting that year with $463.63. Now drop down the column to see how rapidly the snowball grows. At the end of the 4th year, with five years' accumulations, you have put in $1,500 and you own $1,772.26. That is good; but drop down another five years and see what you have and what you yourself have contributed. You have put in $3,000 and you own $4,152.93. In 15 years you have put in $4,500, but you own $7,352.33; and in 20 years you have put in $6,000 but your interest is now more than twice your added principal accumulations, and so you own $11,694.46! In other words, you have nearly twice as much as you yourself have contributed.

"Run down to the end of the period, now, and you will find that in the 31 years you have put in just $9,300 of your own money and yet you have over $29,000—your principal contributions have rolled up to over THREE TIMES their own total sum!

"Does that look good to you? Does it seem to be worth while?"

"Go right on, old man: I am listening with rapt attention," answered Barney. "I can see by your expression that you have something else up your sleeve."

"Your intuition does you credit," responded Jerry. "You are right. I HAVE something else to say—more important than anything I have yet told you.

"I compiled that table showing the compounding of interest semi-annually because I did not have a week's time in which to work out for you an illustration of what will actually happen to you; for in practice you have MUCH MORE than I show. Listen:

"Neither you nor any other man in your situation can put away sums of $150 every six months where each dollar will always earn you 6 per cent. annually; but the bond dealer can do this. That is what my house is in business to do; and it is what we are doing every day. How we do it I have often told you. If you have forgotten, or if it is not clear to you now, I can tell you again; but let that pass for the moment take my word for it now that we do it safely, legally, legitimately, profitably.

Monthly Savings Mean Still More.

"So your proper course is to buy from me one $1,000 good, solid bond on a basis to yield you 6 per cent., and pay down the $150 on it. My people will immediately set that bond aside for you, paying your account 6 per cent. annually on all you pay in. Then, instead of waiting six months to put in your next bit of principal, pay us $25 each and every month. EVERY PAYMENT OF $25 WILL BEGIN TO EARN THE FULL 6% EVERY FIRST OF EACH MONTH. Thus your accumulations will compound much more rapidly than in the table shown, so that, at the end of only 30 years, you will have MORE than $30,000.

"Now I can see the question you are about to spring. You are going to ask if this process will not cripple you so that you cannot go into business. Not at all. Practically every minute that you continue this process of accumulation, EVERY DOLLAR you have put in will be just as available as if you had it in a checking account WITHOUT IMPAIRING THE SAVINGS END OF IT AT ALL!

"At the end of your third year you will have the $600 you now have left, plus its accumulation of 3% and anything you save in addition or make through its use, and this bond account will have grown to more than $1,000—you will be starting in on your second $1,000 bond at that time.

"Suppose that you then want to take an interest in this Templeton store—or any other enterprise. You will draw out of your savings account your $700, $800 or $900 and you will take pour $1,000 bond to your commercial bank, where it will be good collateral for from $800 to $900; so you will have from $1,500 to $1,800 readily available capital. As you will put that capital into business, your business will earn interest on all your capital and not in any way interfere with your bond buying.

His Money Always Available.

"As time passes and your accumulations grow, you will always be in a position to borrow against your accumulations, so that you will never be hampered. On the contrary, you will immediately be known as one of the safest business men and will have every accommodation that any good bank will extend to anyone—you will be a preferred risk. Hence, not only will this bond accumulation be a great thing in itself, but it will always be the best kind of business insurance and an element of stability which every business man should aim to get **and keep.** Only one thing you must do—do always—do invariably. That is, send us the $25 every month. Do not drop it one single time. Do not increase it nor diminish it. Just keep it going as I have outlined and if you live, you will be rich in your prime.

"If the worst should happen and you should die in ten or fifteen years from now, you will then have accumulated such a competence as will take care of you at the end and leave those dependent on you independent. Is it worth while?"

* * *

Barney followed the advice. What he did otherwise does not belong to this story. But now, at the end of only three years since he began to work on this system, he is worth over $1,700 all told; and the best of it is that every dollar of his possessions is readily available to him, or convertible almost instantly by his executors if he should die.

* * *

How is it done? Somebody says that "money grows." I say that is a mistaken idea. Money does not grow. Barney's accumulations are being produced for him by able men working in all parts of the continent, and sometimes in foreign lands, in all kinds of enterprises. Those men are Barney's employes and

(Continued on page 47.)

Interior view of the Crown Grocery, Regina, Sask., owned by N. Addems. Note the patented pivoted bins, electrically-driven coffee grinder, the attractive refrigerator at the rear, the computing scale and silent salesmen.

A Retail Business Growth in a Western City

How The Crown Grocery in Regina Evolved From Bakery and Confectionery Business—The Need of a Store Recognized—Small Staff Develops into One of Twenty-Three.

THE Crown Grocery situated on Broad street, Regina, Sask., was one of the first stores of its kind to be opened in the south-east residential section of that city. The proprietor, N. Addems, had for a year or two been running a successful bakery business at the rear of where the store is now situated, and seeing the necessity, decided to open this store. The interior is well arranged, the refrigerator being located at the rear, and display shelves on both sides of the store. Behind the refrigerator and out of view of the customers, a stairway meets an office from which every part of the store may be seen. Business has increased rapidly, and at the present time three clerks are required in addition to Mr. Addems himself.

Went West From Ontario.

Mr. Addems is an Oshawa, Ont., man. After spending sixteen years in the bakery business in different parts of Ontario, he moved to Regina. The progress he has met with in Saskatchewan's capital, has converted him into a permanent booster for the city. Upon arrival in Regina, he bought the Star Bakery, situated on Osler street, and in addition to a good local trade, he secured the contract to supply bread to the Royal North-West Mounted Police in 1910. Towards the end of that year he erected new ovens, in addition to those formerly in use, and materially increased the situation. This, however, only satisfied the demands until 1912, when additional property was purchased, and the bakery further extended.

In addition to the bakery business Mr. Addems then decided to go into confectionery, and also to open up the Crown Grocery; and for this purpose he purchased a lot having a frontage of fifty feet on Broad street, and erected a three-storey block of stores and apartments. The grocery store occupies one-half of the main floor of this building.

The bakery business has now extended to such an extent, that in addition to providing for local consumption, a considerable amount of bread is shipped to the smaller towns near Regina.

Starting out with a staff of but a few men and himself, Mr. Addems has developed a business which now requires twenty-three employees in addition to himself.

TO FLAVOR BEN DAVIS.

One of the most gigantic experiments in apple culture ever undertaken in the North-West is now well under way at the College of Agriculture of the University of Idaho, Moscow, Idaho. The experiment involves the growing of more than 7,000 seedling trees, germinated from over 100 different crosses. One is between the Ben Davis and the Jonathan. Through this cross it is sought to produce an apple that will unite the excellent keeping and prolific bearing qualities of the Ben Davis with the superior flavor and color of the Jonathan.

Samuel Brownstone, general merchant, Elm Creek, Man., has sold to R. H. Staples.

The R.M.A. Credit Reporting System Explained

Why Many Merchants Are Getting in Considerable Old Debts by an Inoffensive Letter—Delinquents Afraid of the Consequences of Delay—Making it Country-Wide.

IN the issue of July 25 of last year Canadian Grocer reproduced the form used by the Retail Merchants' Association of Canada in their Credit Reporting Department. But as a great many new readers have been added since then and at the request of several grocers, this form is again shown herewith.

This it will be seen is divided into two sections by a perforation so that they can be easily separated.

The bottom portion is torn off, the data filled in with a statement of the amount owed the merchant, is signed by him and sent out to the delinquent.

The top part is held by the merchant but must be returned, as stated, to the head office within a month from a date which is marked on the corner of each as it is mailed to members. Before being returned the information called for by the blank lines is required to be filled in for the Association's use.

It will be noted in the letter that the delinquent is called upon to pay the debt within fifteen days from the date. Otherwise the name will be passed along to the head office of the Association.

Second Letter from Association.

When this is done the latter sends another letter to the delinquent. This is on blue (summons) paper gotten out particularly for the Credit Reporting Department. This letter reads as follows:—

Dear Sir,—

John Jones, grocer, member of our Association, has forwarded to us a letter, stating that you are justly indebted to him, in the sum of $——, and after repeated requests for the same, you have failed to make a settlement—either in part or in full. We now beg to notify you that unless you make a satisfactory settlement with our member, within fifteen days from the above date, and notify us in writing within five days from the date that you make the settlement with them, we will, without further notice to you, place your name on our DELINQUENT DEBTORS' BOOK—which gives the names of all those who do not pay—and which goes into the hands of every member of our Association in Canada, which is formed for mutual protection, and which is comprised of all classes of retail merchants.

We dislike to believe that you purchased the goods with the intention of not settling for them, and we trust that you will make an effort to avoid being reported; but if you make no attempt to comply with this notice, we have no other alternative but to report you, and place your name on our Delinquent Debtors' List.

Yours very truly,

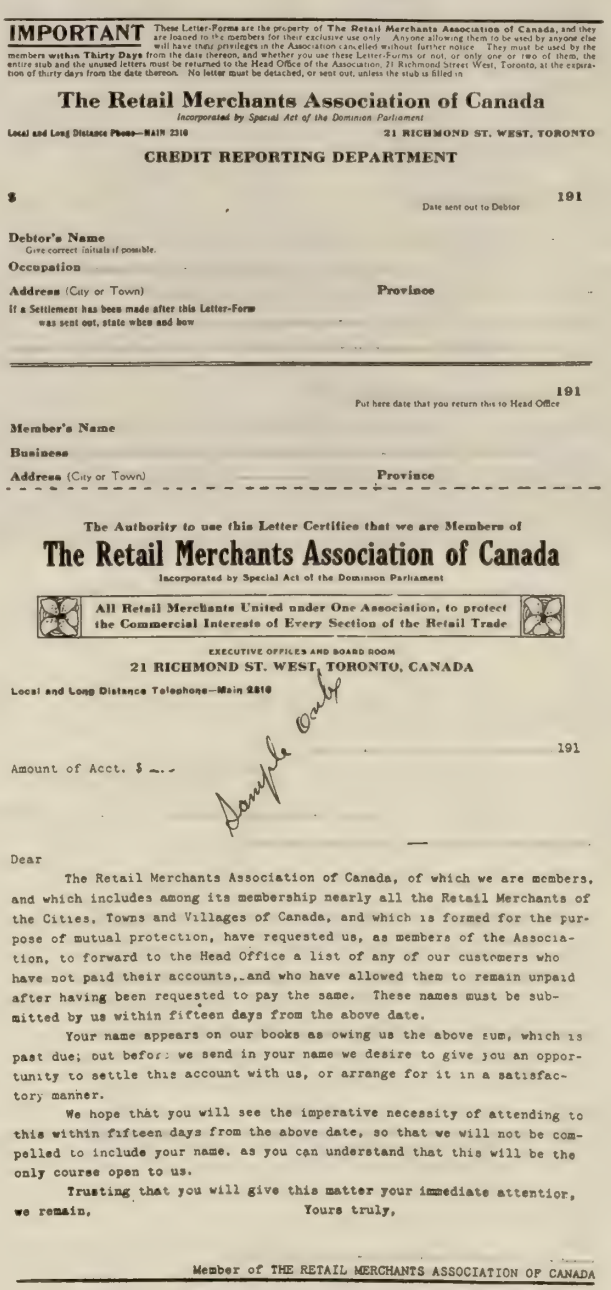
———— ————

Retail Merchants' Assn.

Making It Dominion-Wide.

In each Province of the Dominion the association has provincial officers, with offices. From these offices are sent to every member, as many Collecting Letter Forms as he requires, and he sends them out to his slow pay or delinquent debtors. These letters are in no way offensive or abusive; but they give every debtor due notice that if he does not settle his account after a stated date, his name will be sent in to the secretary of the association, who sends out another letter to the debtor, stating that if he does not settle his account with the member within a stated time, his name will be entered on the Delinquent Debtors' List, and a copy of this Debtors' List will be placed in the hands of every member of the Association, and open for inspection by all retail merchants throughout Canada, who are members of "The Retail Merchants' Association of Canada." These names are, or will be, gathered and tabulated by the secretary of each province, and then they are compiled by the Secretary of the Dominion Board, and in this manner they become known throughout every province in the

As stated in last week's issue, one grocer at the amalgamation conference told of how these letters had in a short time been the means of collecting some $19 in bad accounts, while the cost of joining the association was only $5 a year.



IMPORTANT These Letter-Forms are the property of The Retail Merchants Association of Canada, and they are loaned to the members for their exclusive use only. Anyone allowing them to be used by anyone else will have their privileges in the Association cancelled without further notice. They must be used by the members within Thirty Days from the date thereon, and whether you use these Letter-Forms or not, or only one or two of them, the entire stub and the unused letters must be returned to the Head Office of the Association, 21 Richmond Street West, Toronto, at the expiration of thirty days from the date thereon. No letter must be detached, or sent out, unless the stub is filled in

The Retail Merchants Association of Canada

Incorporated by Special Act of the Dominion Parliament

Local and Long Distance Phone—MAIN 2310 — 21 RICHMOND ST. WEST, TORONTO

CREDIT REPORTING DEPARTMENT

$ — 191

Date sent out to Debtor

Debtor's Name
Give correct initials if possible.

Occupation

Address (City or Town) — **Province**

If a Settlement has been made after this Letter-Form was sent out, state when and how

191

Put here date that you return this to Head Office

Member's Name

Business

Address (City or Town) — **Province**

The Authority to use this Letter Certifies that we are Members of

The Retail Merchants Association of Canada

Incorporated by Special Act of the Dominion Parliament

All Retail Merchants United under One Association, to protect the Commercial Interests of Every Section of the Retail Trade

EXECUTIVE OFFICES AND BOARD ROOM
21 RICHMOND ST. WEST, TORONTO, CANADA

Local and Long Distance Telephone—Main 2310

191

Amount of Acct. $ ——

Dear

The Retail Merchants Association of Canada, of which we are members, and which includes among its membership nearly all the Retail Merchants of the Cities, Towns and Villages of Canada, and which is formed for the purpose of mutual protection, have requested us, as members of the Association, to forward to the Head Office a list of any of our customers who have not paid their accounts, and who have allowed them to remain unpaid after having been requested to pay the same. These names must be submitted by us within fifteen days from the above date.

Your name appears on our books as owing us the above sum, which is past due; but before we send in your name we desire to give you an opportunity to settle this account with us, or arrange for it in a satisfactory manner.

We hope that you will see the imperative necessity of attending to this within fifteen days from the above date, so that we will not be compelled to include your name, as you can understand that this will be the only course open to us.

Trusting that you will give this matter your immediate attention, we remain, Yours truly,

Member of THE RETAIL MERCHANTS ASSOCIATION OF CANADA

Credit Reporting Form used by the Retail Merchants' Association—This is reduced greatly from original size.

MANY ALBERTA DEALERS AT THREE-DAY CONFERENCE.

(Continued from page 28.)

That it is the opinion of this meeting that the system of charging for freight cartage at both ends is unfair to the retail trade, and that we recommend that this matter be referred to the Dominion Board, and that they be requested to take such steps as will remedy the evil, and that all merchants buy f.o.b. cars where possible.

Mr. Bucknall told the meeting that a deputation from the Calgary Board of Trade had met the committee that morning, and it had been decided eventually to have the Calgary Board of Trade take steps to have the freight charges arranged so as not to be a burden, as it is now.—Adopted.

Another resolution along similar lines was "that this convention take steps to ask the Dominion Railways Board to order the railways to supply freight classification books when asked for."—Carried.

That it is the opinion of this meeting that, in the event of co-operative society legislation being introduced again at Ottawa, that every effort should be made by the Dominion Board, to see that the same is vigorously opposed.—Carried.

That as a great many requests have been made by members of our association, to make provision for an efficient inspection of the proper weight of artices sold over retail counters, that this convention petition the Dominion Government to take such steps to secure the marking of all package goods with the net weight.—Carried.

That it is the opinion of this convention, that a very large sum of money can be saved by our members, if they would write and secure information from the head office before they subscribe to, or connect themselves in any way with any rating or collecting associations or agencies.—Carried.

That it be a recommendation from this convention, that literature be published and circulated among our members, setting forth all the facts and circumstances — from the butchers' and grocers' standpoints — regarding public markets.—Carried.

A Point in Buying Goods.

The following resolution created considerable discussion:—

That in the opinion of the convention the retailer receiving credit notes on goods not ordered or returned as unsatisfactory, should have some remedy.

A member told how travelers called on him offering goods, which were ordered and signed for, but which arrived different to those ordered. They had no way of showing that they were not what they ordered.

J. Miller, Stoney Plain, said his buyer took a copy of everything he bought, checked the invoices, and if the goods were not those ordered the manufacturer was always willing to take them back.

The member who made the complaint then came down to tacks and stated that the goods ordered were 50 raincoats, 50 inches long. These came in too short, and were lying at the depot. The general opinion was that it was up to him to show the court that they were not as ordered.

The Chairman: "A good manufacturer to keep away from."

Mr. Stevens, Vermilion: "The executive have a hard nut to crack in that. Mr. Miller suggested something that I recently adopted. I took it up with my buyers some time ago, and got them when buying to get a description of the goods if the firm was not well known."

It was decided not to introduce this resolution, the committee thinking it a difficult subject to handle.

That whereas a very much larger sum of money is invested in retail distribution, than is invested in any other manner in the Province of Alberta, that we urge upon the Alberta Government the necessity of appointing a minister of inland trade, so that our retail interests can be cared for. It was decided to lay this resolution on the table.

That we commend the action of the Dominion Board in asking for legislation during the coming session that will make false advertising of merchandise a crime.—Carried.

That it is the opinion of this meeting that the time has arrived that we, as an association, should undertake a strong education campaign, to educate the public to a greater knowledge of the importance of the retail trade, so that the various sections of trade will not receive the abuse they have received from organizations, who are not familiar with the processes of distribution, and that this meeting recommend that the executive appoint a committee from the various sections of trade, who would be willing to give their time to addressing public meetings, with the object of educating the general public to the true conditions and the importance of the retailer in the community.

Selling on Sunday.

That we recommend that the law which prevents merchants from selling goods to their customers on Sunday, should also apply to the customer, making him equally responsible for violating the law, the same as the merchant.

The question of selling gasoline came up in connection with this. The chairman was surprised to hear this was against the law, remarking that he often bought it on Sunday.—Carried.

That we recommend that the Dominion Board of our association apply for an amendment to the Trading Stamp Act, to include all forms of guessing and voting contests.—Carried.

That it is the opinion of this convention that, while they favor the bill recently introduced at Ottawa, to regulate cold storage, that clauses should be inserted in the measure to protect the retail merchant, so that he would not be unjustly dealt with under its provisions.

Mr. Bucknall explained the Cold Storage Bill provided that goods taken out of cold storage could not be placed back again. No provision was made for a grocer or butcher who had a refrigerator and had to put his goods there over the week-end. They suggested the addition

SKETCH OF PRESIDENT GAETZ.

T. A. Gaetz, the new president, is a man who figured much in this, the first annual convention of the Alberta branch. It was rumored long before the election of officers that he was a likely man for president. He had proved himself able, and a man with a wide knowledge of the retail business. Mr. Gaetz came to Western Canada in 1887, *when he was fifteen years of age, and knows something of the hardships of pioneer life. He told the convention during one of the discussions that he would not like to return to the rough ways of the early days. He did not a little ranching as a youth, then started working in the general store of Smith and Gaetz, Red Deer, in* 1896, *and worked with them for ten years. Then he and R. C. Brumpton bought out the above firm, and two years later Brumpton bought out Gaetz. The latter then started for himself in Red Deer, and owns a good business in that town. He put five years on the council there, is vice-president of the Board of Trade, president of the local Retail Merchants' Association, and a member of the hospital board.*

of the words, "other than retail stores."—Carried.

That this convention request the executive officers, to report upon the advisability of securing inter-provincial judgments, so that they will be operated in every province, so as to facilitate the collection of small debts.—Carried.

Want Onus on Manufacturer.

That it is the opinion of this meeting that any goods that are sold to retail merchants as being unadulterated and they are found to be adulterated, that the manufacturer should be prosecuted instead of the retailer. —Adopted.

That this convention place itself on record as being opposed to municipalities engaging in the retail trade.

This had particular reference to municipalities retailing electrical fittings, etc.—Adopted.

WEDNESDAY EVENING.

Wednesday evening session proved both interesting and enjoyable, two addresses being delivered by Norman Rankin and R. J. Deachman.

Mr. Rankin chose as his subject "Advertising," and as he has gained for himself an enviable reputation as an advertising expert, it naturally followed that his remarks were listened to with close attention, and that he had much valuable information to impart. He handed out many "tips" to the delegates, and thoroughly impressed upon them the fact that business development and advertising go hand in hand.

Mr. Deachman delivered an interesting address on "The local newspaper and its relation to retail trade." One of his remarks was that the first community advertiser was Paul, for what finer phrased piece of advertising was there than that of Paul when he declared: "I am Paul of Tarsus, a citizen of no mean city"?

Selling Over Retailer's Head.

A resolution by the general merchants was then introduced to the effect that as they understood manufacturers and wholesalers were supplying goods to the consumer, and were becoming a menace to the retail trade, resolved that this business can be best handled by the retailers, and, further, that the merchants and executive take action to stop this business, or of starting a retail merchants' wholesale company.

Mr. McIvor said in his district the farmers were buying direct from the millers in car lots, for which they paid hard cash, which made it hard on the retailers who had to carry them. He did not believe that the wholesalers knew of the amount of business their travelers did with contractors; he wanted to believe that. The greatest offenders were the millers. If they insisted on it, there was brains enough among the retailers to run their own affairs.

Favored Prohibition.

Mr. Gaetz, chairman, read a resolution suggesting that the convention approve of the action of the temperance and moral reform league in their efforts to place on the statute book a provincial prohibitory law. This, said Mr. Gaetz, meant that liquor would not be sold anywhere in the province if adopted.

Some opposed it, but the resolution was finally adopted.

THURSDAY MORNING SESSION.

J. F. Glanville, provincial president, was in the chair when the convention was called to order Thursday morning. The proceedings began by Mr. Glanville reading a resolution: "That in the opinion of the convention the Government of Alberta should be empowered to conduct a general banking business."

W. A. Fraser, Pincher Creek, said the adoption of such a system would be in the mutual interests of the farmers and the retailers. They heard the cry for cheaper money. The banks were waxing fat on their high rates.

Mr. McIvor, Cowley, stated that in view of the money stringency and the difficulty in obtaining money at any rate, it was time banking should be controlled by the province. At present he believed that the banking laws were made by the Dominion Government. In his opinion the banks were controlling the Government instead of the Government controlling the banks.

Mr. Anderson, Bawlf, thought the resolution too important to be sprung on a meeting like this.

Mr. Stephens, Vermilion, was not opposed to the principle, but would like to have more definite information before favoring such a resolution. He wished to tell the last speaker that the Government were paying a higher interest for money than the banks.

Mr. McIvor disagreed, saying that the Post Office Savings Bank was paying less than the bank.

Mr. Stephens—Are not the Post Office Savings Banks paying 4 per cent?

Mr. McIvor—No, never.

Mr. Stephens—They did ten years ago. When the banks were paying 3 per cent. the Government was paying 4 per cent. However, it seems we don't know enough about it to discuss the matter.

The President suggested that the subject be left to a committee to report at the next meeting. The committee formed consisted of D. R. McIvor, F. F. McDonald, and Mr. Glanville.

Are Wholesalers More Exacting?

The next resolution coming up was to the effect that certain wholesale grocers were urging a more stringent enforcement of the fifteen-day settlement, undue enforcement of which would result in hardship, owing to the long time retailers were compelled to give customers, and that the thirty-day limit was reasonable.

Mr. Anderson, Bawlf, said this was the first intimation he had had that such was the case.

Mr. McIvor believed it was in force with firms handling sugar and tobacco.

Mr. Bucknall, provincial secretary, understood that a fifteen-day settlement was being enforced in the cities, as a result of which the grocers claimed they could not turn over their stocks. It was formerly sixty days, then thirty, and now fifteen. He thought some of the retailers would find it impossible to make a settlement in fifteen days.

T. A. Gaetz—Even though it would only help the members of one branch, it is for us to help them by going into this matter.

At this point Mr. Stephens, who took part in the discussion on banking, returned and stated that he had been out to determine what interest was being paid on money. Both the banks and the Post Office, he said, were paying 3 per cent.

It was decided that the resolution of the hardwaremen to prevent wholesalers catering to the consumer was covered by that of the general merchant.

The Market Question.

Mr. Fraser, Pincher Creek, wanted to know which delegates had a market in their town, and how it was conducted. He also wanted to hear from delegates who were paying a business tax.

H. Snell told how Red Deer secured a market, a committee being formed to visit various centres where markets were established. He recommended Mr. Fraser to apply to the chairman of that committee for information.

N. B. Good, Lethbridge, said they used to have a market, but it was a failure. They were thinking of organizing another. In the days when business was very good, people preferred to trade at the corner grocery, considering it too much trouble to walk to the market. Now, when they required to save every cent, they would probably use the market.

Mr. Fraser said he thought they should encourage farmers to come into their towns.

On the subject of a business tax, Mr. Gaetz, Red Deer, said that when this matter came up in their town the business men wrote the council saying they were willing to pay a tax of 5 per cent. if the council would be willing to assess improvements at 5 per cent.

The council adopted the first part of their suggestion, but cut out the last.

His business tax for the year amounted to $60.

It was agreed among the members that as a rule it was not lawful for a town to impose a business tax.

Splendid Exhibits.

There was one feature to the convention that surprised everybody, because of its novelty and its success. This was the exhibition of products by the local wholesalers and manufacturers. This not having been tried before, it was not known how many would take advantage of showing their goods. The results were beyond expectations. The basement of Paget Hall was crowded uncomfortably, and those crowded out had to be housed in the Convention Hall. Nothing better, however, could be done, as such a demand had not been expected. The Board will know better next year, and there is no doubt other associations will follow up this practical idea of the Alberta branch.

During the convention there were always some retailers who were not required in the hall walking around the basement, inspecting the goods and chatting with those in charge. Not a few of those who exhibited met lots of new dealers, which no doubt make good customers. The lines represented cover practically all trades, though the bulk were grocery firms. Among them were Campbell, Wilson & Horne, Ltd., Calgary and other points, who showed Royal Shield brands; McVitie & Price's biscuits; Libby, McNeil & Libby's canned goods, etc.; A. J. Macdonnell, grocery brokers, showing Epps' cocoa and chocolate; Brand & Co.'s ox tongues, Dominion matches, Marb's chocolates, Macintosh's toffee, Magic matches, Napoleon olive oil, George Washington coffee; McCormick's, London, Ont., had biscuits, jams and candies; F. Fryer was in charge of the booth; the Robin Hood Mills, Moose Jaw and Calgary, had a pyramid of flour bags and rolled oats; Tees & Persse, Ltd., had a display of the goods of E. B. Eddy Co., Ltd., also N. K. Fairbanks Co.'s line—W. H. Dingle represented Tees & Persse, and L. Roberts the N. K. Fairbanks Co.; Fry's had an exhibit of their chocolates and cocoa, represented by W. W. Hastings; L. T. Mewburn & Co., Ltd., wholesale grocers, Calgary, who make the Polo brands of coffee, baking powder, etc., showed these lines, K.C. jams, and Crawford's biscuits—represented by Herman Mewburn; the Stanley Paper Co., Calgary, showed various lines of stationery, wrapping paper, etc., and Barr account registers: the Alberta Empress Co., Calgary, had a display of baking powder, coffee, teas and spices—represented by F. D. Cox; McLaren Imperial Cheese Co., Alberta branch, showed several lines of cheese, mustard, olives, pickles, Snider's sauces. Deurr's jams, and Huntley & Palmer's biscuits; P. Burns & Co., Calgary, exhibited hams, lard, butter, etc.; the Rockland Marmalade Co., Calgary, showed several of their lines—they are represented by the Alberta Financial Brokers, Calgary; Scott Bros., 715 First Street East, showed Toledo scales and Van Berkel slicers—represented by J. R. Scott; Hamblin, Brereton & Co., grocery brokers, Calgary, Winnipeg and Vancouver, had a display in the Convention Hall; Anderson & Co., grocery brokers, Calgary, showed Eiffel Tower lemonade, Foster Clark's goods, and Sharp's toffee; S. F. Bowser & Co. had a display of their oil tanks and pumps.

DELEGATES WHO REGISTERED.

J. Alfred Pine, Magrath; Lang Ly, Magrath; W. J. McInnes, Acme; T. A. Gaetz, Red Deer; W. J. Boomer, Redcliff; Otto M. Shipley, Redcliff; Jno. G. Robertson, Foremost; R. J. McNabb, Grassy Lake; Gus Johnston, Pincher Creek; M. H. Smith, Winnifred; A. J. Turish, Black Diamond; L. D. Ames, Magrath; Jacob Miller, Stoney Plain; W. B. Good, Lethbridge; H. Montgomery, Wetaskiwin; Hans Rus, Champion; H. W. Reed, Vulcan; G. E. Hayward, Vermilion; J. T. Hatcher, Blackie; G. H. Beaudry, Wainwright; Chas. Ouimette, Coleman; C. W. Hanson, Barons; W. G. Fraser, Pincher Creek; C. C. Burnett, Carbon; C. H. Nash, Carbon; D. A. Thompson, Coronation; G. A. Smith, Innisfail; S. Tucker, Ensign; J. D. McDonald, Calgary; S. M. Armstrong, Banff; John T. Doney, Macleod; B. E. Spink, Macleod; D. N. McIvor, Cowley; F. W. Tracy, Wetaskiwin; J. H. Brand, Stavely; Fred. S. Ditte, Stavely; P. C. Owen, Lacombe; Harold J. Snell, Red Deer; M. Snell, Red Deer; Wm. Howie, Cowley; F. F. McDonald, Cayley; W. T. Milner, Denton; E. W. Magee, Blackfalds; J. H. Curtis, Nanton; Jos. Wright, Bassano; J. Frank Hill, Langdon; J. A. McNabb, Grassy Lake; L. S. Crosby, Banff; D. H. Sykes, Redcliff. Retailers from Australia, heard of convention and stepped in, S. A. Ravencroft, Australia; I. M. Clark, Australia; T. Frank Davis, Bassano; Geo. W. Buck, High River; R. B. Wilkinson, Airdrie; A. E. Bowers, Airdrie; H. A. Stephens, Vermilion; A. E. Clemens, Sedgewick; A. M. Anderson, Wm. Kennedy, Ponoka; H. B. Edwards, Ponoka; N. H. Hildermann, Calgary; H. T. Northwood, Coronation; A. G. Stude, Didsbury; H. Barnstable, Edberg; W. F. Winatt, Edberg; A. H. Webb, Hardisty; H. Skienel, Mirror; B. L. LaRoy; Morrin; George Rebder, Dalroy.

Many Entertainments.

On Wednesday at 12 o'clock the Board of Trade tendered a luncheon to the visiting delegates at the Young Men's Club Rooms, Central Methodist Church. In the afternoon there was an auto trip to P. Burns & Co.'s, Ltd., plant. The ladies were entertained at the Allen Picture Theatre the same afternoon. On Thursday evening the delegates attended a banquet as guests of the Calgary Branch. The same evening the ladies were given a theatre party at the Sherman Grand Theatre while the banquet was in progress.

ASSOCIATION NEWS

R.M.A. FIELD SECRETARIES APPOINTED.

Toronto, May 14 (Special).—In connection with the organization campaign of the Retail Merchants' Association, Ontario has been divided into districts, with a field secretary in charge of each. By this method it is considered that the organizers can do much more effective work than when at large. They will be expected to co-operate with and assist in every way the secretaries of the local associations, as well as working up new organizations.

To double the number of associations in the province is a high aim, but it is what the association executive have in view. There are now 225 locals and double this number would mean an association in every town and city in the province—there is no reason why this aim should not be accomplished.

The field secretaries, with their districts, are as follows:—

District No. 1—J. A. Doyle, London, counties of Middlesex, Oxford, Elgin, Lambton, Kent, Essex.

District No. 2—E. Newton, Hamilton, counties of Wentworth, Halton, Peel, Lincoln, Haldimand, Welland, Norfolk.

District No. 3—T. J. Maher, Stratford, counties of Perth, Huron, Waterloo, Wellington, Bruce, Grey, Dufferin, Brant, Simcoe.

District No. 4—L. T. Lytle, Toronto, County of York.

District No. 5—To be appointed, Fort William, districts of Parry Sound, Nipissing, Algoma, Manitoulin Island, Rainy River, Kenora, Patricia, Thunder Bay.

District No. 6—N. C. Cameron, Peterborough, counties of Peterborough, Durham, Ontario, Victoria, Haliburton, Muskoka, Hastings, Lennox, Addington, Northumberland, Prince Edward.

District No. 7—R. C. Doyle, Ottawa, counties of Carlton, Prescott, Glengarry, Stormont, Dundas, Grenville, Leeds, Lanark, Renfrew, Frontenac.

The new regulations went into effect on Monday, May 11. A meeting will be held shortly to discuss arrangements for pushing the organization work of the Grocers' Branch in connection with the general organization campaign.

INDEPENDENT FOR THE PRESENT.

Hamilton, May 14 (Special).—At its last regular meeting the Hamilton Retail Grocers' Association decided that for the time being at least it would remain independent, notwithstanding the fact

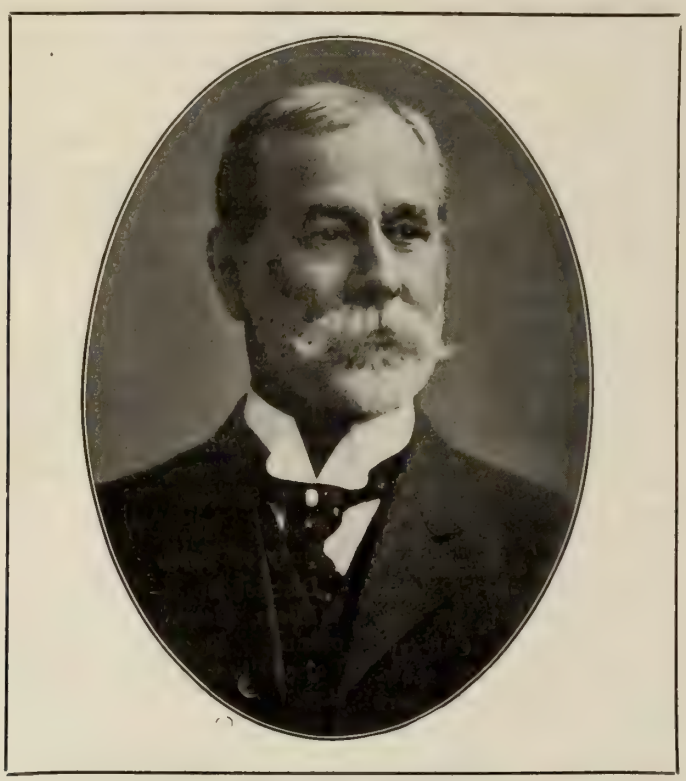
(Continued on next page.)

Prominent Wholesale Grocer Passes Away

Joseph F. Eby, President of Eby-Blain, Limited, Dies After Brief Illness—Had Just Reached the Three-Score Year and Ten Mark—A Man Who Will Be Missed.

Toronto, May 14 (Special). — The grocery trade of this city has lost one of its oldest and most esteemed members in the person of Joseph Fisher Eby, president of Eby-Blain, Ltd., wholesale grocers. His passing, too, was sudden, as even many of his intimate friends were not aware of his illness until the end come on Monday.

On Tuesday of last week Mr. Eby was in splendid health. On that day a representative of Canadian Grocer had an extended conversation with him on freight rate changes and other matters, and a good deal of the information contained in an article on freight rates in this issue was obtained from that interview. He was then apparently in his usual health, but on Wednesday, the following day, he became ill. At first this illness was not considered at all serious, but towards the end of the week it developed into pneumonia, and on Monday morning, at his residence on Cluney Avenue, he passed out after a long and useful career in the business arena.



THE LATE JOSEPH FISHER EBY,
President of Eby-Blain, Limited, Toronto, who died rather suddenly on Monday.

Those who were intimately acquainted with the late Mr. Eby will always remember him as a whole-hearted, most courteous and obliging gentleman. For 28 years, almost every week, representatives of this paper have called upon him for market information and news of the trade, and it was indeed a busy day when he did not have some time to devote to giving the information requested. He had a wide acquaintance, and others found him the same—always careful to oblige a friend, as well as careful in the matter of information he imparted. There was no more dependable trade authority than Mr. Eby. His long and honorable association with the trade, and his devotion to the particular business with which he was connected, made him a leading figure in the wholesale grocery field of the country.

Mr. Eby was born in Berlin, Ont., 1844, and, like a good many present-day wholesalers, began his business career as a retail grocer. Later he became connected with the wholesale grocery firm of Howland & Fitch. He was afterwards a member of Fitch & Eby, and then withdrew to go into partnership with Hugh Blain as Eby-Blain, Ltd. That was thirty-four years ago, and through the intervening years these two men have remained at the head of that firm, always staunch friends and business associates.

The deceased was much interested in public and national as well as business affairs. He was one of the earliest members of the Toronto Board of Trade and his judgment was always sought by associates there. He was a member of the National and Ontario Clubs and president of the Fire Insurance Exchange. His two sons, H. Douglas and W. Percy, are connected with Eby-Blain, Ltd.

ASSOCIATION NEWS.

(Continued from page 37.)

that the Ontario R.G.A., of which it was a part, had amalgamated with the Retail Merchants' Association.

Considerable discussion ensued regarding the railway rates for the annual excursion to Niagara Falls. The members were of the opinion that the rates were altogether too high for this excursion, which is recognized as one of the largest in Canada. A committee was appointed to confer with the steamship lines regarding going to Queenston.

STRATHROY MERCHANTS JOIN IN DELIVERY.

The grocers of Strathroy, Ont., inaugurated a parcel delivery system on May 4. Six merchants have done away with their horses and wagons, and hope to give their customers satisfactory deliveries and at the same time cut down a great deal of their expense. They have four deliveries per day, excepting Saturdays, when they have five. They are as follows:—9 a.m., 11 a.m., 2 p.m., 5 p.m., and Saturday night, 9 p.m. There are a couple of merchants on the outside watching the result, and they may be induced to go in later on. This system has been more or less successful in St. Thomas, St. Mary's, Aylmer, Sarnia, and many other places, and the Strathroy merchants have no fear of success.

The merchants of Strathroy have organized a strong Retail Merchants' Association and almost every merchant in the town has joined the new organization. The officers elected are as follows:—President, Wm. Geddes; first vice-president, J. A. Stewart; second vice-president, E. Gallagher; secretary, B. O. Parker; treasurer, W. H. Meekison.

The meeting was a very enthusiastic one, nearly all the merchants being represented, as follows:—Wm. Geddes Co., Newton & Freele, W. H. Stephens, E. Gallagher, F. W. Avery, F. T. Robinson, Mihell & Gill, O'Dwyer & Jay, G. B. Hoskin & Son, W. H. Tanton, S. F. & H. E. Strachan, John Nunn, Parker & Sands, W. T. Rapley, Meekison & Co., A. P. Malone, A. N. Lawson, and R. M. Pinkham. Early closing, half holiday, bad debts, and many other subjects of interest will be taken up at next meeting.

"Clean Up" Display of a Montreal Dealer

Timely Trim in View of Campaign Inaugurated by Montreal Publicity Association—Many Merchants There Taking Advantage of the "Clean Up—Paint Up" Cry.

Window trim shown by Murphy Bros., Montreal, prior to the opening of the "Clean-Up" Campaign there inaugurated by the Publicity Association.

A "CLEAN-UP and Paint-Up" week has been organized for Montreal for May 17 to 23. The city council has voted $2,500 toward the project and over $600 has been subscribed by private subscription. The campaign was launched by the Montreal Publicity Association and it has been taken up with enthusiasm by the health, fire and police departments of the city, the women's societies and a number of business and social organizations. Most of the merchants of Montreal have strongly indorsed the movement as they see in it not only a means of making Montreal a cleaner and better city but also an opportunity of doing a bigger business. The clean-up spirit engenders a feeling of cleanliness that will mean sales of household cleaning materials, paints, garden seeds and gardening tools, tidier wearing apparel, etc. It creates a feeling of pride that will have a far-reaching effect in many lines of trade.

A number of progressive merchants have already "hitched up" to this popular movement by devising attractive window trims of cleaning materials and although the special clean-up week is still sometime ahead there has been an exceptional demand for such lines as soaps, scouring powders, brooms and brushes, polishes and sweeping powders, etc. The accompanying window display of Murphy Bros. is a fair sample of what may be seen in many of the grocery stores in Montreal at the present time. Whether you are having an organized "clean-up" week in your town or not a display such as this is very timely at this season.

THE CLERKS' DEPARTMENT

ANOTHER CHANCE FOR CLERKS.

The Clerks' Competition announced in the Spring Sales Number was so successful that more articles will appear from salesmen who are making good behind the counter. Evidences of the selling power of the clerk are wanted by Canadian Grocer. Just read over the items in the Spring Number sent in by clerks all over Canada and let us have similar experiences that you yourself have had. For all items of this character we will pay our regular correspondence rate. The only conditions are that the items must be brief and to the point; they must tell by what method or methods a certain line or associated lines were sold, with quantity or value within a certain time, if possible; and the goods must be sold at regular, not at cut prices.

Every clerk has many evidences of his and the store's Selling Power. Send along as many as you wish on separate sheets of paper. All worthy ones will be published and paid for.

SELLING THE NEW LINE.

By O. E. Hutchinson.

In a busy store there is not always time to call a customer's attention to a new article. Sometimes the time spent in securing the article, explaining the purity, food value, economy and labor saving virtues more than take off the profits. Therefore, it is necessary that some method be used to bring it to the attention of the buying public that will leave little to the busy salesman. The best and cheapest publicity a merchant receives is from his windows. This then opens up the way. Make a neat and attractive display of the new article with some line that is connected with it—as, for instance: suppose a line of jelly powder is being brought before the buying public. Then a careful selection of shapes and styles of moulds should be made and a choice number of jellies made up in selected colors containing daintily arranged fruits and nuts. These placed attractively in the window with a neat card explaining the advantages of Blank's jellies would at once attract.

Back this with a further display on the counter and the salesman has but to call the attention of the customer and a sale is practically closed. Of course a good salesman will have the necessary points at his lips ready to give tactfully and convincingly if necessary.

Should the stock not warrant a large display, place a few packages on the counter. When the customer "looking about" picks up the new article, is the psychological moment for action. There is a psychological moment in salesmanship. The busy salesman instinctively perceives that moment. He tersely and tactfully puts forth his talk. Does he make the sale? Perhaps not—at the time—but he has interested a customer; proved to her that the store is anxious to serve her with its knowledge, and that the clerk is courteous and "on to his job."

She has an added appreciation of your store and your service.

UNIQUE SALESMAN'S AD WRITING CONTEST

The J. F. Cairns Co., Saskatoon, Sask., recently held a novel competition for their clerks, and one that is worthy of consideration. It was an ad-writing contest, each of the salesmen being required to write an advertisement on the grocery department for the daily press.

The contest was won by A. Middleton, salesman No. 5, and the advertisement he wrote is reproduced here. The prize was a 20-year gold-filled, 17-jeweled Waltham watch.

Cairns & Co. invariably run a full-page ad. in local papers advertising their various departments. One corner is usually given over to groceries. They used this space, not only for the winning ad., but at the top of the ad. itself announced the nature of the competition and the winner.

GROCERIES!

We are the largest grocery buyers in this city, buying the best goods in the best markets. We are therefore in a position to supply to the Thrifty Housewives of Saskatoon Pure Food Groceries at the very lowest possible prices. Fresh goods arrive daily at our grocery department, and that fact alone assures you of getting only fresh groceries. The large volume of business which we do every day means that everything which comes here has but a short stay with us.

Every day is a busy day in the J. F. Cairns Grocery. Our prices are right, that is why.

Buchanan's Jams, 24c
Pure Virgin Olive Oil, imported direct in bottles.

Swift's Sugar Cured Hams
***Lb. at* 22c**
Secure your Easter Ham for roasting at this Special Price. Swift's Premium Sugar Cured Meat. Regular price 25c lb.

Honey 40c Jar 22c
Chiver's, English flower, guaranteed absolutely pure. 1-lb. glass jar.

Canned Veget'bles

CORN, Red Feather. Regularly 15c. Special, 12c.

TOMATOES, Harvest Brand. Regularly 15c. Special, 13c.

STANDARD PEAS. Regularly 15c. Special, 13c.

FRENCH PEAS, extra fine. Regularly 25c; Special, 2 for 45c.

HARICOT VERTS, Green String Beans. Regularly 20c; Special, 15c.

Cairns' Humboldt Creamery Butter
***Lb. at* 35c**
Made especially for the J. F. Cairns store. Made on the Danish system from fresh, pure, sweet cream under strictly sanitary conditions. Recognized to be the finest butter in the city. Special 35c lb.

Canned Fruits

PEARS and Peaches, Ontario pack. Regularly 20c; Special, 17c.

STRAWBERRIES, or Raspberries. Regularly 25c. Special, 21c.

CHERRIES, red pitted. Regularly 25c; Special, 21c.

PEARS, Peaches, Apricots, Del Monte brand. Regularly 35c tin. Special 3 cans for 85c.

Olive Oil 25c, 45c, 80c
Imported, pure fruit, the finest procurable. Regularly 30c.

Queen Olives Bottle 40c
Large banquet size, in 16-ounce bottles; regularly 50c.

Fresh Fruits and Vegetables

We have always on hand all kinds of fresh fruit and vegetables in their season. We receive direct shipments every other day. These are transferred to our own refrigerators, which keep them in perfect condition, enabling us to make delivery to our customers in the same way. Tomorrow's specials are:

Celery, white and crisp, 15c lb.; Fancy Head Lettuce, 20c each; Home-grown Leaf Lettuce, 5c each; Fancy Hot-house Cucumbers, 30c each. See our Florida Tomatoes, red and firm; Parsley, Cauliflower, Green Onions, Fresh Strawberries, Pineapples, and Rhubarb. Sunkist Oranges, 30c, 40c, 50c, 60c dozen.

The winning advertisement in an ad-writing competition for the 18 salesmen of the Cairns store in Saskatoon. The original was 8 x 7¼ inches in dimension.

Getting an Outlet for all Produce Offered

Problem in the Provision Business of the Merchant in the Small Town and Village Where Farmers Offer More Than He Cares to Take in Trade—How One Merchant Advantageously Solved It.

Fourth Article of Series on Handling Provisions.

THE stocking of the provision department with butter and eggs presents a problem with different of any real or personal moveable procharacter likely to or is intended to enoutside markets at the best cash prices; in the larger towns and small cities part of the supply can be secured direct from the farmers for cash or for trade and in the smaller towns and villages, particularly those in good agricultural districts, there is the problem of a greater supply offered than the grocer may desire to take in trade. It is with this question as it appeals to the small city, town or village grocer that this article will deal.

With the grocer in the small city who finds that there is competition for the farmers' supply, the question of quality in butter and reliability of the age of eggs enter largely into his attitude and he usually finds opportunity for discrimination as to whether he pays cash or offers trade only. In a Western Ontario city a corner grocer with a high-class trade, who handles about 250 pounds of butter weekly, brings butter to his store a distance of fifteen miles, which is made by farmers living within a couple of miles of a good-sized town. He does this by offering cash, whereas in the home town nothing more than trade can be had and the farmers complain that they do not always desire to exchange for groceries alone. This grocer pays the difference in the market price between the city and town and he pays cash, but his big advantage is that he can depend on this supply regularly, and he figures that with his trade the assurance of uniform good quality is worth considerable.

In the Smaller Centres.

But let us rather look to the smaller town and village, too far from the larger markets to be considered as regular buying centres for representatives of provision houses. Here we find the farmer with more produce than the grocer can take care of in his own retail trade. Naturally the farmer will deal where he can dispose of his butter, eggs and potatoes, and the dealer who can take care of the produce offered gets the trade; and if he looks carefully to his avenues of reaching the larger markets there is an opportunity of a good thing in commissions. If the farmer himself has to go to the larger market, that town or city gets his trade—the farmer naturally buys where he sells.

A Case in Point.

A farmer who lives two miles from the town of N——— and seven miles from R——— explains his position thus: "Although R——— is five miles farther away, we always go there to do our trading because we can dispose of our butter, eggs or any other line we may have, in exchange for goods, while the merchants at N——— will seldom take it. They say that they have plenty, more than they can sell. They don't seem to try to ship it to markets where it is wanted, like the merchants in R——. All the farmers in this district would trade at N——— if they would only buy our goods."

An examination of the methods of the most important dealers in each of these towns was made. The merchant in N——— when asked why he did not take the farmers' produce, and thus receive the extra trade, said that he took all that he could sell; that his town was not very large and that there was not a big sale for these lines. "I have more butter and eggs on hand now," he asserted, "than I will sell in three weeks." He had made no effort whatever to sell outside his own village.

A Live Merchant.

The leading merchant in the other town who bought so much produce that he attracted farmers from the districts that rightly belonged to other towns was next seen. He explained that at one time he was in the same position as the merchant in N———. He sold only to town customers, and as a result he had to turn the farmers away with their butter, eggs, etc. The other dealers in the same town were in the same boat. The farmers begun to ship their own produce, to cadge it to all the surrounding towns in an effort to sell it, and even took it to a small city 30 miles away, where they could sell it, and where incidentally they purchased their supplies. The farmers, unable to sell their butter, started into the cheese making. They were somewhat angry with the dealers who would not take their produce and when they received their cheese money, they went to other towns to spend it. This merchant's trade began to go behind. He realized that something would have to be done.

He visited a couple of the nearest cities and made arrangements with different dealers in all lines of farm produce to handle all supplies he shipped them. He went back home and arranged better facilities for handling and keeping these lines before shipping. He advertised far and wide in the surrounding district that he would take farm produce of all kinds in exchange for goods. The farmers began to realize that he was trying to serve them. They would rather deal in their home town and now that town has a reputation among the farmers for miles around for buying all farm produce offered.

This merchant has done what it would be well for dealers in many other towns to consider. Often where the farmer's produce is being refused, it could be handled if the merchants would really put some effort forward in this direction, by making arrangements with city firms to ship these supplies to them. Towns through which railroads run have often worked up a good trade with trainmen and in this way found an outlet for surplus stocks.

Dealers who are turning away farmers with their good, salable produce should study this problem. If they decide to follow the example of the merchant whose experience is here given, they should increase and better the facilities for handling these lines as profitably as possible.

A CRIME TO ADVERTISE FALSELY.

False advertising is now a crime. An amendment to the Criminal Code has been passed in the House of Commons making it so. This is something the retail associations have, together with advertising clubs, been asking for. The amendment is as follows;—

"Every person who knowingly publishes or causes to be published any advertisement for either directly or indirectly promoting the sale or disposal or any real or personal movable or immovable property or any interest therein, containing any false statement which is of a character likely to or is intended to enhance the price or value of such property or any interest therein or to promote the sale or disposal thereof, shall be liable upon summary conviction to a fine not exceeding two hundred dollars or to six months' imprisonment or to both fine and imprisonment."

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

Geo. E. Auld, of Auld Bros., wholesale grocers, Charlottetown, P.E.I., died recently.

W. J. Devine, general merchant, Jeffrey, N.B., has sold to Jerry Crowe, of Hammond, N.B.

The Montreal branch of the Retail Merchants' Association held their annual meeting recently and appointed a committee to arrange for the annual picnic. The election of officers resulted as follows:—Thomas Holt, president; G. E. Benard, first vice-president; G. A. Chartrand, second vice-president; L. P. Dion, secretary; I. Cardin, treasurer, and W. U. Boivin, auditor.

Ontario.

H. W. Kennedy, grocer, Georgetown, Ont., is dead.

J. W. Peter has purchased the business of T. Hunter, Toronto.

E. McEvoy, of E. & N. McEvoy, general merchants, Bowesville, Ont., is dead.

P. C. Larkin, of P. C. Larkin & Co., Toronto, has gone on a trip to the Old Country.

E. C. King will in future conduct the grocery store of Ida B. Sharpe, at Ottawa, Ont.

Arthur Eltherington has purchased from Pautler Bros. the Star Grocery in Preston, Ont.

A concern known as the Consumers' Mail Order, Ltd., Alliston, Ont., has obtained a charter.

Wm. Harris, founder of the Harris Abattoir Co., Toronto, died on Monday at the age of 66 years.

P. Will, grocer and dry goods merchant, Alvinston, Ont., has sold his stock to Albert Holman.

A. M. Baldwin & Co. and J. R. Skinner & Son, grocery merchants, West Lorne, Ont., have suffered loss by fire.

Haileybury, Ont., Council is considering a by-law to close stores at 6.30 except on Thursdays and Saturdays.

Parker Bros., refrigerator manufacturers, 1110 Queen West, Toronto, are opening a salesroom at 91 Church Street.

H. Cowan, president of the Cowan Co., Toronto, has returned home after a trip through the Canadian West to the coast and down to California.

W. E. Wigmore, representing Fardons' Vinegar Co., Ltd., Birmingham, England, was in Toronto during the past week calling on the agents of the firm, Maclure and Langley.

Wesley Nicholls, formerly of Matthews-Laing Co., Peterborough, has joined the staff of J. J. Cocks, of the same city.

The business of W. R. Krafft, Bridgeburg, Ont., has been turned into a joint stock company, known as The W. R. Krafft Co.

Jno. Diprose who has been traveling for the Red Rose Tea Company in Western Ontario, has been appointed manager of Johnston Bros.'s bakery London, Ont.

W. N. Baptie has been appointed manager of the grocery department of Gordon Davies Co., Peterborough. He was formerly in the employ of J. J. Cocks.

The London Retail Grocers' Association have changed the date of their excursion to Toronto from July 8 to July 15. They thought the 8th too near Dominion Day.

The Noble Manufacturing Co., Limited, of St. Thomas, Ont., biscuit and confectionery manufacturers, have opened show rooms and sales offices at 1276 Queen West, Toronto, under management of Mr. Wilson.

At a recent meeting of the Peterborough Retail Merchants' Association, it was decided to again hold a picnic this year. Last year it was most successful, and greater results are expected this year. Stores will close on Thursday afternoon during July and August.

Western Canada.

Allan Gould has bought the general store of H. S. Eastman, Tisdale, Sask.

J. W. Wiebe, general merchant, Horndean, Man., has sold to J. B. Schroeder.

John Dolmage, of Dolmage & Lee, general merchants, Souris, Man., is dead.

Fred Bandelin, general merchant, Gerald, Sask., is succeeded by Moore Bros.

T. B. Cunningham, general merchant, Elgin, Man., has sold to the Smith Trading Co.

R. A. Lockerbie, grocer, Regina, Sask., is succeeded by Hardy, Hunter & Fachine.

Walker & Spalding have bought out J. J. Jamieson, general merchant, Ogilvie, Man.

G. N. Dorland & Son, general merchants, Kearne, Sask., have sold to R. R. Lennox.

St. Hilliard & Co., general merchants, Dollard, Sask., are succeeded by E. Gagnon & Son.

Norgate & Abraham have bought the Neithercut Co.'s general store at Makinan, Man.

The Farmers' General Store Co., Ltd., Meleb, Man., is incorporated.

Martin & Anderson, general merchants, Darlingford, Man., have sold to F. J. Crosby.

A. F. Higgins & Co. are now conducting the general store of H. S. Shilson & Co., Roland, Man.

The grocery firm of James Bros., Calgary, Alta., has been dissolved; Fred James is continuing the business.

Lang & Morden are now operating the general store at Laird, Sask., formerly owned by Western Merchants, Ltd.

The Grenfell Trading Co., Grenfell, Sask., has been dissolved, and the business is being continued by J. Friedman.

A. Toupin succeeds W. J. Kuston in the general store at Cypress River, Man., the latter having bought out J. A. Christilaw at Keyes, Man.

Geo. Gowan and Percy W. Marshall are two grocers in new quarters in Winnipeg, Man., the former having bought out J. Colish and the latter Mary Qeems.

W. H. Escott Company, Ltd., Winnipeg, wholesale grocery brokers, have recently been appointed western agents for "Mission" brand California ripe olives and olive oil for Manitoba, Saskatchewan and Alberta.

James Ramsey, Limited, Edmonton, Alta., a departmental store that has grown to immense size inside of three years, recently introduced a tobacco department, which is considered somewhat of a novelty in department stores. It is estimated that over a thousand men secure their tobacco there every Saturday night.

Clement A. Rutherford, for many years with Dearborn & Co., wholesale grocers, St. John, N.B., and lately with Leeson, Dickie & Gross Co., Ltd., Vancouver, B.C., died May 8 at Vancouver. He was a prominent member of the Masonic fraternity, and had many friends. He is survived by his wife, five sisters and one brother.

The Kelley-Clarke Co. have opened a grocery brokerage office in Vancouver, B.C., at 129 Arcade Building. This firm has also offices in Seattle, Spokane, Tacoma, Portland, Boise, San Francisco and Los Angeles. A. W. Adams, who has been with the company in Seattle and Tacoma for about 10 years is in charge of the Vancouver office.

Canadian Refineries Advance Sugar 10 Cents

Continued Price Increases by American Refiners Followed by Montreal Refiners — New York Up 15 to 20 Points — Course Taken Shows That Cane Raw Materials Have Influence Locally Rather Than European Beet Markets — Conditions Generally Quiet.

MARKETS IN BRIEF

QUEBEC MARKETS.

GENERAL GROCERIES—

Dried fruits scarcer; prunes likely higher.
Molasses market steady; new shipments arriving now.
New Brazil nuts offered.

FRUITS AND VEGETABLES—

Apples, oranges and grape fruit higher.
Prices of pineapples firmer than last week.
Potatoes very scarce; onions and tomatoes higher; new lines coming.

FLOUR AND CEREALS—

Flour market continues weak.
Good demand for mill feeds.
Cereals in fair demand; no price changes.

PRODUCE AND PROVISIONS—

Increased activity in smoked meats.
Butter market weak.
Egg market firm, but unsettled feeling.

FISH AND OYSTERS—

Most lines of fish in good supply.
Western salmon and halibut cheaper.
Brook trout very scarce; lobsters cheaper.

ONTARIO MARKETS.

GENERAL GROCERIES—

Advance in sugar announced.
Prunes may go still higher.
Tea market continues strong.

FISH AND OYSTERS—

Plentiful supplies of lake, river and sea fish being received.
No demand for cured varieties.

PRODUCE AND PROVISIONS—

Lower pork and cheaper provisions.
Packers easing up on eggs.
Butter still on the decline.

FLOUR AND CEREALS—

Flour business continues quiet.
No change in prices likely.
Easier market in mill feeds.

FRUITS AND VEGETABLES—

Weather causes price fluctuations.
New cherries now offered.
Potatoes at $1.35 a bag.

QUEBEC MARKETS.

Montreal, Que., May 14.—A general steadiness seems to characterize the local wholesale grocery markets, and though business may be said to be fair, it is not as good as it might be, and as it could reasonably be expected at this season. There is no doubt that the continued backward weather has had a generally depressing effect. Interest now seems to centre very largely on the sugar situation, in view of the advance of 10 cents on Wednesday. Some of the jobbers are watching the tea markets very closely on account of the shortage in their stocks. A good volume of business is being done in molasses, and several cargoes are expected to arrive withing the next week or two. Collections have been fair.

SUGAR.—On Wednesday the sugar refiners announced a change of 10c advance all along the line, following the advances of the past few weeks in New York.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 25
20 lb. bags	4 35
2 and 5-lb. cartons	4 55
Second grade, in 100 lb. bags	4 10
Extra Ground Sugars—	
Barrels	4 65
50 lb. boxes	4 95
20 lb. boxes	5 05
Powdered Sugars—	
Barrels	4 65
50 lb. boxes	4 85
25 lb. boxes	4 85
Paris Lumps—	
100 lb. boxes	5 00
50 lb. boxes	5 20
25 lb. boxes	5 30
Crystal Diamonds—	
Barrels	5 05
100 lb. boxes	5 20
50 lb. boxes	5 30
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15
Yellow Sugars—	
No. 3	4 30
No. 2	4 30
No. 1	3 90

DRIED FRUITS.—Most lines of dried fruits are reported scarcer. Stocks of figs are almost exhausted with some of the jobbers, but there seems to be a fair supply of raisins and currants. There has not been much demand lately from consumers, but manufacturers of biscuit and confectionery are using considerable quantities. Stocks of prunes are low. Present indications are that the crop will be about a third of normal, and it is expected with such a small available supply the market is likely to go anywhere.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 12
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg.	....	0 06½
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 12	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 100, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

TEAS.—A cable received this week states that the opening prices in Japan are slightly higher than last year. The arrival of new stock is being looked forward to, as many of the jobbers are about cleaned out. The market is strong in all lines, and there is a general scarcity. The tendency is for higher prices all round. A local firm received some days ago from Japan a pound tin of "first runner" picked about the 8th of April. The leaf and quality was said to be excellent.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 76	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish, No. 1	....	0 12½
Virginia, No. 1	....	0 13½
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—There has been an average demand, and though prices have been fluctuating in outside markets, there has been no change locally. Supplies held here are ample to meet all requirements at present.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 28
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 22
Santos	0 22	0 23
Chicory, per lb.	0 08	0 10

RICE AND TAPIOCA.—The market for rice is low at present time, the price of $2.90 for Rangoon being, some say, about level with the actual cost of production. In the opinion of some dealers an advance is not unlikely to take place around June 1.

Rangoon Rices—	Per cwt.
Rangoon "B"	2 90
C.C."	2 80
India bright	3 05
Lustre	3 15

Fancy Rices—	Per cwt.
Polished	4 30
Pearl	4 50
Imperial Glace	4 80
Sparkle	5 00
Crystal	5 00
Snow	5 20
Ice drips	5 35
Carolina head	7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06½	0 06¾
Half bags, 112 lbs.	0 06¾	0 06¾
Quarter bags, 56 lbs.	0 06¾	0 06¾
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

MOLASSES. — Molasses market is fairly steady, and recent unsettled conditions locally appear to have passed away. A report from Barbadoes says the market there is steady and active at 11c and $4. Offerings are less, and planters are most disinclined to accept that price, particularly with sugar advancing. It is contended by some that 11c is below cost of production. The output, it is stated, will be about 60,000 to 65,000 puncheons unless price goes over 11c, and then it might be slightly exceeded. Ratoon canes, owing to drought, will do very little, and the entire output of the island will not be what was anticipated. Shippers feel sanguine that the price of "fancy" will not go below 11c and $4, and it is stated that there is no "choice" for sale. Another shipper estimates that there is no more than 11,000 to 12,000 puncheons left for sale. The steamer Sargossa is now discharging a cargo here, and other steamers are on the way. Country merchants are reported to be buying heavily at present prices, and it is expected that a big trade will be done this season.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.30	.28
Barrels	.33	.31
Half barrels	.35	.33

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04
Pails, 38½ lbs., 1.$85; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 50
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lbs. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8¼ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 — 0 11

SPICES.—There is a good demand for spices, but prices are unchanged from last report. Business this spring has been very satisfactory, and grinders seem well pleased with the volume of business done.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	25—30	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	—1 08
Cream tartar	28—33	—1 00	.....
Curry powder	—35	.....	.....
Ginger, Cochin	18—20	.....	.....
Ginger, Jamaica	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	22—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamon seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Dutch, per lb.	....	0 15
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 15	0 18
Celery seed, per lb., in bulk	0 30	0 35
Cayenne Chillies	....	0 25
Shredded cocoanut, in pails	0 18	0 20

NUTS.—New crop Brazils are being offered now at 13½ to 14½ cents. Some quite heavy shipments have reached here in the last few days on the direct steamers. There has been a firm demand for filberts and almonds, and Grenoble walnuts are reported scarce.

Shelled walnuts, per lb.	0 38	0 39
Shelled almonds, 28-lb. boxes, per lb.	0 42	0 44
Finest filberts	....	0 13
Pecan	0 16	0 18
Almonds	0 18½	0 20
Walnuts, Grenoble	0 18	0 19
Walnuts, Marbots	0 15	0 16
Brazils, new	0 13½	0 14½
Peanuts	....	0 13
Peanuts (G)	....	0 09

DRIED VEGETABLES.—Prices are unchanged, and there has been a fair demand.

Beans—		
Hand picked, per bush.	2 40	2 50
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

THE WEEK'S MARKET FEATURES.

Office of Publication,
Toronto, May 14.

Outstanding in the market news of the week is the advance in the price of sugar, which finally shows the position of the Canadian refiners and the tendency to follow a course in sympathy with the cane markets rather than with the beet markets of Europe, where prices are ruling steady. In view of the fact that New York prices have advanced from 10 to 15 points, with heavy buying on the up-grade, further advances are not improbable. For the most part the change has been looked for, and will find most of the wholesalers and retailers pretty well prepared.

Apart from this feature, conditions are quiet, and the volume of business is below what could be looked for at this season. In some quarters it is figured that conditions are likely to remain comparatively quiet until midsummer reports of the western crop.

Montreal reports indicate that flour may drop a little, but locally the millers claim that there is not sufficient spread between wheat and flour to warrant this course, especially with the tendency towards cheaper mill feeds.

In provisions the shipping of western hogs to Ontario has had the expected effect in Toronto, and hams and lard are scaled down in price; in contrast with this lard has advanced in Regina. Toronto egg packers are not so eager, and the price has gone down to what might be considered a more normal figure for season; butter is weak, and the influence of pasturage on the quality is being awaited. Potatoes have gone up to $1.35 in Toronto and 75c a bushel in Halifax, with Montreal also feeling the effect of the depletion of New Brunswick stocks.

In the fish market lake and river varieties are plentiful in Montreal and Toronto. Halifax reports short catches on the coast on account of a shortage in bait, and Montreal is feeling this somewhat, although it is not affecting Toronto.

ONTARIO MARKETS.

TORONTO, May 17. — Generally speaking, business is quiet with short buying and collections none too good. The weather may be having some effect on situation, but generally business depression is held to be responsible. One prominent wholesaler expreses opinion that there will be no marked improvements until there are definite reports on the crop prospects of Western Canada. He thinks that the present conditions are largely due to the falling off of trade with that country and that if there are prospects for another good crop wholesalers generally will increase their business.

Features of the week are the advances in sugar and potatoes, and the material reduction in provisions, following continued easier quotations for hogs.

SUGAR.—The long upward trend of the American sugar market has at last had its effect in Canada and on Wednesday the refiners at Montreal decided upon an advance of 10 cents. For several weeks the Canadian market has remained at its low level despite the advances made in New York and there was much speculation among the sugar men as to whether Canada would follow New York, or rather be influenced by conditions in Europe, where, although the market is strong, no advances have been made. During the past three weeks gains of fifteen to twenty points have been made by the New York refiners and the market has remained firm and active on the advances. Now that the Canadian refiners have decided to be influenced by the Cuban situation further advances are not improbable. The advance directly followed an increase on Tuesday of a sixteenth in raws at New York, making the price $3.20, and making a total of three-six-

teenths advance in a fortnight. Following the advance American refiners raised their prices to $4.00, which compares with $3.80 and $3.85 of three week ago.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 31
20 lb. bags	4 41
10 lb. bags	4 46
2 and 5 lb. cartons	4 61
Second grade granulated, 100-lb. bags	4 21
Nova Scotia refined, 100-lb. bags	4 21
Western Ontario refined, 100-lb. bags	4 21
Extra Ground Sugars—	
Barrels	4 71
50 lb. boxes	4 91
25 lb. boxes	5 11
Powdered Sugars—	
Barrels	4 51
50 lb. boxes	4 71
25 lb. boxes	4 91
Crystal Diamonds—	
Barrels	5 06
100 lb. boxes	5 06
50 lb. boxes	5 16
Paris Lumps—	
100 lb. boxes	5 06
50 lb. boxes	5 16
25 lb. boxes	5 36
Cartons (20 to case)	7 11
Cartons (50 to case)	7 11
Crystal Dominoes, cartons	7 30
Yellow Sugars—	
No. 1	3 91

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—Stocks of evaporated apples are short and prices continue high with a small volume of business. Firm prices may be looked for to continue as Western Canada is taking a good portion of the supply. Figs are practically out of market. Prunes, which seem to have reached about the top price, may go even higher from the present outlook; stocks are very low and the prospects are for a small crop.

Apples, evaporated, new per lb.	0 10½	0 11
Apples, evaporated, old, per lb.	....	0 08
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06½	0 06¾
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06½	0 09
Hallowees	0 05¾	0 06
Figs—		
3 crown layers	0 10	0 11
4 crown layers	0 10½	0 11½
5 crown layers	0 11½	0 12½
6 crown layers	0 12½	0 13½
7 crown layers	0 14	0 15
Fine pulled	....	0 14
Natural figs, in bags, lb.	0 06	0 06½
Prunes—		
30-40s, Californias, 25 lb. boxes	0 13	0 15
40-50s, 25 lb. boxes	0 12½	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08¼	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 09
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 06	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06¾	0 07½
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

BEANS.—Canadian and Lima beans are scarce and the market continues firm without change.

Beans—	Per bushel.	
Canadian primes	2 10	2 25
Canadian, extra H. P.	....	2 25
Yellow eyes	3 00	3 25
Brown	....	3 25
Lima	0 08	0 08½
Peas, blue Canadian, per bush.	2 00	2 25
Peas, green, imported, bush	....	2 40

TEAS.—Despite the high prices now prevailing in the tea markets the tendency is upwards and the advances are being made with strong demands. No changes of importance in the prices to the trade are noted.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchong	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

RICE.—A comparatively good business is being done in rice at the cheap prices prevailing, and there is a feeling in some quarters that a rise may be looked for in the near future.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 05
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 06½	0 07½
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 10	0 11½
Sago—		
Brown, per lb.	0 04½	0 05
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	0 04½	0 05
Seed pearl	0 05	0 05½
Flake	....	0 09½

SPICES.—Business in spices continues seasonably quiet, with no particular influences in the market and the dealers waiting for the preserving and pickling season.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	.....	0 12—0 15
Cinnamon, whole	.....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	.....	0 25—0 35
Cloves, whole	.....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	.....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	.....	0 22—0 25
Ginger, African, ground	.....	....—0 16
Mace	.....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	.....	....—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins	.....	....—0 55
Pastry spice	.....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole	.....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	.....	0 26—0 28
Pickling spice	.....	....—0 15
Turmeric	.....	0 25—0 35

NUTS.—The market for nuts, although not very active, continues firm, with stocks low; in some cases prices are below the market for stocks of inferior quality. Brazils are still cheap, although some stocks are getting depleted. Filberts may be affected by the recent disasters in Sicily, but there has been no market news as yet, and in any event the volume of trade in these nuts is small.

SYRUPS.—With advance in sugar additional strength will be added to the syrup market, although it is doubtful if changes will be sufficient to affect local trade on present volume of business. Recently there has been an easier feeling with regard to fancy Barbadoes at primary markets, and wholesalers have had fractional reductions.

COFFEE.—The coffee market continues firm, but without especial features on fair demand; prices are unchanged.

CANNED GOODS.

MONTREAL.—Canadian sardines are now quoted at $3.75, an advance of 25 cents over previous quotations. There has been a good demand for all kinds of canned goods, and it is likely to continue so, especially in view of the backward weather, which has retarded early vegetables.

TORONTO.—A marked improvement is reported in canned peaches as the result of the reports of damage to blossoms in the Ontario fruit belt; an advance in prices may be looked for if the movement continues. Canned corn is getting scarcer every week, and stocks are considerably depleted; no advance has yet been made to the trade.

MANITOBA MARKETS.

Winnipeg, May 13.—The sugar market continues strong, an advance of 10c occurring on Wednesday. The advance was due to the high cost of the raw. Syrup and molasses remain the same; no change here is likely.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 80
Extra ground or icing	5 30
Powdered	5 10
Lumps, hard	5 75
Montreal, yellow	4 40
Sugar, B.C.—	
Extra standard granulated	4 80
Yellow sugar, No. 1	4 40
Yellow sugar, No. 2	4 25
Yellow sugar, No. 3	4 15
Bar sugar	4 95
Icing sugar	5 15
Powdered sugar	4 95
H. P. lumps	5 65
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 70
Barrels, per cwt.	4 65
Halves, 50 lbs., per cwt.	4 70
Bales, 20 lbs., per cwt.	4 75
Powdered, barrels	5 00
Powdered, 50s	5 35
Powdered, 25s	5 65
Icing, barrels	5 30
Icing, 50s	5 55
Icing, 25s	5 70
Icing, pails	5 60
Cut loaf, barrels	5 40
Cut loaf, 50s	5 65
Cut loaf, 25s	5 90

Corn Syrups—		
Barrels, per 100 lbs.	....	4 25
Cases, 20-lb. tins, ¼ doz. in case	....	2 77
Cases, 10-lb. tins, ½ doz. in case	....	2 76
Cases, 5-lb. tins, ½ doz. in case	....	2 88
Cases, 2-lb. tins, 2 doz. in case	....	2 48
B. C. Cane Syrups—		
2 lb. tins, 2 doz. to case, per cs.	....	2 85
5 lb. tins, 1 doz. to case, per cs.	....	3 20
10 lb. tins, ½ doz. to case, per cs.	....	3 00

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	Per case.	
Imperial quarts, case 2 doz.	....	5 40
Imperial ½ gals., 1 doz.	....	5 55
New, pure, ½ gal., case, 1	....	9 00
New, pure, ½ gal., quarts, case 2 doz.	....	9 70
New, pure, quart bottles, case 2 doz.	....	9 75

DRIED FRUITS.—Evaporated apples have advanced, and are now selling from 10c to 10½c a pound for good stock, there being practically no 1913 pack apples left in the hands of the packers. What remains is being quoted at much higher prices, and the market will advance another cent at least within the next two weeks.

Futures in prunes have kept rising, both in Oregon and California, and at the present time it would seem, from all available reports, that the crop has suffered heavy damages, and will not at-

tain more than 40 or 50 per cent. of last year's output.

TEA AND COFFEE.—The condition in Mexico remains the same politically, which is helping keeping coffee steady. It is not yet known for certain how large is the supply in the hands of the roasters and brokers. Upon this depends to a large extent the probability of further advances.

RICE AND TAPIOCA.—Tapioca remains strong, and it seems certain that prices will have to advance. Rice steady.

Rice—		
No. 1 Japan, per lb.	....	0 05⅞
No. 2 Japan, per lb.	0 04¾	0 04⅞
Siam, per lb.	0 03¾	0 04
Patna, per lb.	0 05½	0 06½
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 04
Tapioca, pearl, per lb.	....	0 04½

BEANS.—These have advanced in Ontario about 10c to 15c per bushel, and advances on the Manitoba market may be expected before the next issue of Canadian Grocer. All good 3-lb. beans have been bought by wholesalers and brokers, leaving a limited supply in the grower's hand.

BEANS—		
Austrian, hand picked	....	2 35
3 lb. picker	....	2 10
Peas—		
Split peas, sack, 98 lb.	....	3 40
Whole peas, bushel	....	2 00
Barley—		
Pot, per sack, 98 lbs.	....	3 10
Pearl, per sack 98 lbs.	....	4 60

NUTS.—The demand is even smaller than last week, except for peanuts, which regularly come in greater demand with the opening of the baseball season. Prices of peanuts have advanced about ½c.

SPICES.—No change noted.

BROOMS. — The demand continues good, and talk of an advance continues. It is thought this will come before the end of the month.

CANNED GOODS.—The general call for canned goods during past week has been exceedingly heavy—apples, corn, peas, tomatoes, and peaches being in exceptional demand. The market in all these lines is firm, with a general tendency to advance prices, as stocks in canners' hand are being decreased.

It is interesting to note that some lines of tomatoes are being sold in Winnipeg to-day at lower prices than those at which they may now be secured from the packers.

The week has seen an advance in canned apples, which are now quoted at $1.60 per half-dozen case. As no new apples will be on the market until late September or early October, this line is expected to go higher.

SASKATCHEWAN MARKETS.

By Wire.

Regina, Sask., May 14.—Market shows little change. Cheese is declining slightly. The sugar market has gone up. Eggs are on the incline. Lard is advancing slightly. Creamery butter declined.

Produce and Provisions—		
Butter, creamery, per lb.	....	**0 30**
Butter, dairy, No. 1, 20c; No. 2	....	**0 15**
Cheese, per lb.	0 14⅝	0 15¾
Eggs, fresh, per doz.	....	0 21
Lard, 3's, per case	....	7 92
Lard, 5's, per case	....	7 85
Lard, 10's, per case	....	7 75
Lard, 20's, each	....	2 60
Dried Fruits—		
Apricots, choice	....	**0 17⅝**
Currants, gulf cleaned	....	**0 08¼**
Figs, natural 6's	....	**0 06¾**
Evaporated apples, per lb.	0 11½	0 12¼
Dried peaches, 25s	....	**0 08**
Dried peaches, choice, 25s	....	0 09½
Prunes, 70-80, 25s	....	0 10¾
Raisins, muscats, 50s	....	0 08¾
Raisins, muscats, 25s	....	**0 09**
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 08¼
Green Fruits and Vegetables—		
Apples, Wash., box	2 00	2 50
Apples, B.C., box	2 00	2 50
Celery, Cal., doz.	....	**1 25**
Grape Fruit, Florida	....	**6 80**
Lemons, Messina	....	5 50
Lemons, California	....	**5 00**
Oranges, navel	3 25	3 75
Onions, Australian	....	5 25
Tomatoes, Cal., case	....	2 50
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts	....	**0 19**
General—		
Potatoes, per bushel	....	**1 00**
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	....	**2 65**
Coffee, whole roasted, Rio	....	0 17
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	5 12
Sugar, yellow, per cwt.	....	4 67
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	7 35	7 60
Salmon, Sockeye, 4 doz. case, 1s	....	8 00
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; hump back, 1's	....	3 60

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., May 14.—Markets are quiet, and the backward spring is slackening business. Canned salmon is higher. It is not expected that any more low-grade salmon will be put on the market. Fresh and barreled beef is firm.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	23 75	25 00
Beef, corned, No. 15	2 55	2 75
Beef, corned, No. 25	4 25	4 85
Pork, American clear, per bbl.	24 25	26 25
Pork, domestic, per bbl.	....	29 50
Butter, dairy, per lb.	0 28	0 32
Butter, creamery, per lb.	0 30	0 31
Cheese, new, lb.	0 16	0 16¼
Eggs	....	0 22
Lard, compound, per lb.	0 11¾	0 12
Lard, pure, per lb.	0 14¼	0 14¾
Flour and Cereals—		
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 65
Flour, Manitoba, per bbl.	....	6 45
Flour, Ontario, per bbl.	....	5 85
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel	....	1 70
Sugar—		
Standard granulated	4 30	4 40
United Empire	4 20	4 30
Bright yellow	4 10	4 20
No. 1 yellow	3 80	3 90
Paris lumps	5 25	5 50
Molasses, Barbadoes, fancy	0 27	0 28
U. S. onions, bag	4 40	4 50
Currants, 1s, per lb.	0 08	0 08¼
Raisins, California, seeded	0 10	0 10½
Rice, per cwt.	3 40	3 50
Beans—	Per bush.	
Canadian white	2 25	2 35
Yellow eye	....	3 75
Canned Salmon—	Per 1 doz. case	
Pinks	4 40	4 60
Cohoes	6 00	6 25
Red Spring	7 60	8 00

NOVA SCOTIA MARKETS.

By Wire.

Halifax, N.S., May 14.—Grocers report trade a little quieter during the past week owing to the shortage of American plate beef on local market: the price has advanced 50 cents to $25.

Bermuda onions are now coming on the market in better supply, and going to trade at $2.25 per crate. California seedless oranges are advancing, and quoted at $3.50 case; stocks held here are light. Canada beans are from 5c to 10c a bushel firmer. Canned peaches are in better demand. There was a sharp advance in potatoes this week; the price is now 75 cents a bushel, and they are scarce on the local market.

MAPLE PRODUCT BILL PASSES.

The amendment to the Adulteration Act in respect to prohibiting the use of the word "maple" on any syrup or sugar which is not pure and according to the Government standard, has passed the committee stage, and the third reading. The purport of the bill is that "no person shall manufacture for sale, keep for sale, or offer or expose for sale, as maple sugar any sugar which is not pure maple sugar, nor as maple syrup any syrup which is not pure maple syrup; and any maple sugar or maple syrup which is not up to the standard prescribed by the sixth schedule to this act shall be deemed to be adulterated within the meaning of this Act.

"The word 'maple' shall not be used either alone or in combination with any other word or words on the label or other mark on a package containing any article of food or any article of food itself which is or which resembles maple sugar or maple syrup, which is not pure maple sugar or pure maple syrup, and any article of food labeled or marked in violation of this sub-section shall be deemed to be adulterated within the meaning of this Act."

SUCCOTASH BECOMING POPULAR.

Succotash is a dish which is becoming more popular in Canada. It is, however, better known with United States consumers than Canadian, although the Canadians are rapidly acquiring a taste for this delicious dish.

Succotash is a dish originating among the North American Indians. It consists of green Indian sweet corn and Lima beans. Strange to say, the earliest settlers of New Zealand also were very fond of this dish, and in New Zealand and also in Virginia it was a favorite among the natives.

Sometimes a bit of salt pork is added to the succotash, or if this is not obtainable other meat is used.

The word succotash is derived from an Indian word "msickquatash," signifying boiled whole corn. Later the Indian women poured the contents of the pot into a wooden trough and thus the smoking hot Indian dish was denominated "succotash," meaning a soup of corn and beans.

FLOUR and CEREALS

Flour Market Continues Weak; Unsettled Conditions in Montreal

Opening of Navigation Gives Impression of Likely Reduction at Montreal, But Toronto Dealers Think Price Will Hold as at Present—Mill Feeds Getting Easier.

MONTREAL.

FLOUR.—Prices have ruled fairly steady, despite fact that there has been the usual reduction in railway freights from the west of 10c. per barrel, which as a rule generally leads to a decline in prices on flour, but owing to the fact that millers have held prices steady all winter in spite of the higher values, it is difficult to predict just what will happen. Buying locally has been very light, and retailers and jobbers appear to be waiting for " something to turn up."

Manitoba Wheat Flour—	per bbl.	
First patents	....	5 60
Second patents	....	5 10
Strong bakers'	....	4 90

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots, per bbl.	Small lots, per bbl.
Fancy patents	4 60	5 00
90 per cent.	4 30	4 50
Straight roller	4 10	4 30
Blended flour	4 85	5 25

CEREALS.—The market for rolled oats has ruled steady, but the demand is somewhat limited and the volume of business is small. Prices have been unchanged since last report.

Cornmeal—	Per 98-lb. sack	
Kiln dried	....	2 10
Softer grades	....	1.95
Rolled Oats—	**90's in jute**	
Small lots	....	2 25
25 bags or more	....	2 15

Rolled oats in cotton sacks, 5 cents more.
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled wheat—	100-lb. bbls.	
Small lots	....	2 85
Hominy, per 96-lb. sack	....	2 50

MILL FEEDS.—Demand for all lines of mill feed is good, and millers state that they have all they can do to satisfy domestic requirements. Some bids from the United States have been turned down for this reason. Prices remain firm on account of brisk demand, but it is considered not unlikely that a break will occur soon.

Mill Feeds—	Car lots, per ton	
Bran	....	25 00
Shorts	....	25 00
Middlings	....	28 00
Wheat moulee	....	28 00
Feed Flour	....	33 00
Mixed chop, ton	....	28 00
Crushed oats, ton	....	28 00
Barley, pot, 98 lbs.	2 75	3 00
Oat chop, ton	....	28 00
Barley chop, ton	....	28 00

TORONTO.

FLOUR.—Following a rise on reports of decrease in American visible and strong demands in Liverpool, wheat weakened on indications of splendid crops in the States and better conditions in the Canadian west, and net change for the week is unimportant. Milling industry is quiet, with a small domestic trade and dull export business. The opening of navigation did not affect prices, and no change is likely for some time, as flour is low and the spread in price between wheat and finished product does not warrant a change. particularly as lower prices must now be expected for by-products.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	5 55	4 95
90 per cent.	5 05	4 75
Straight roller	4 95	4 55
Blended flour	4 85	5 25

CEREALS.—There are no features of importance in the cereals market, and last week's prices remain unchanged.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Buckwheat flour, 98 lbs.	3 75	4 75
Buckwheat grits, 98 lbs.	4 50	4 75
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 15	2 30
Graham flour, 98 lbs.	....	2 70
Hominy, granulated, 98 lbs.	2 40	2 50
Hominy, pearl, 98 lbs.	....	2 50
Oatmeal, standard, 98 lbs.	2 47½	2 60
Oatmeal, granulated, 98 lbs.	2 47½	2 60
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 25	3 65
Rolled oats, 90-lb. bags	2 25	2 37½
Rolled wheat, 100-lb. bbl.	3 00	3 25
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 53

MILL FEEDS.—With prospects for heavy pasturage—although the growth is not rapid—a change may soon be looked for in the prices of mill feeds, and there is an easier feeling in the market, especially in relation to bran.

Mill Feeds—	Mixed cars, per ton	
Bran	23 00	25 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG.

FLOUR AND CEREAL.—No change in local conditions; rolled oats remain at the prices recently quoted.

Manitoba Wheat Flour—	Per bbl.	
First patents	....	5 30
Second patents	....	4 70
Strong bakers'	3 90	4 00
Cereals—		
Rolled oats, per 80 lbs.	1 75	1 80
Oatmeal, fine, standard and gran'd, 98 lbs.	....	2 25

AN INSPIRATION.

The heights of great men reached and kept
Were not attained by sudden flight;
But they, while their companions slept,
Were toiling upwards through the night.

INVESTMENTS APART FROM BUSINESS.

(Continued from page 32.)

they are the brightest, most energetic, strongest men in business; men who are bending every particle of their unusual ability, in the prime of their productive life, to make money for Barney. Why? Because, in making money for Barney, they are also making the most money for themselves. Those men are running street car systems; electric light plants; water-powers; steel mills; railroads; lumber companies; sheep farms; wheat farms; elevators—enterprises of the biggest, most viril type.

And all this time Barney does not have to watch them nor think of what they are doing, because he employs another high-class organization, the bond bankers, who are provided with every facility and ample capital, to look into all details of his enterprises, check up the results and see that the work is good.

• • •

Can you see it, friend grocer? Can you see the simple beauty of the plan? Can you not realize that this is for YOU?

Do I hear you say that you are forty now and therefore past the time? Glance at Barney's table and see what YOU can do if you will pull out of your business only $25 per month and put it to work in this way during the next ten years. You will have about $4,200 by putting away $3,000: and each dollar will be where you can get at it at any time. If then, you scratch and watch, and avoid buying "futures," and laying up a lot of slow-turning stock or dilatory book accounts, but put away that money steadily for that time, here is your reward. And the reward is in direct proportion to the exertion and determination you exercise.

I KNOW WHAT I AM TALKING ABOUT. I have done it myself. I have been there to see. I am there now—after only ten years of practice, I ASSURE YOU, on the word of a simple grocer, that it is SURELY WORTH WHILE!

A COMMERCIAL FILBERT.

Filbert experiments have been carefully planned at the California Mountain Fruit Farm near Grass Valley, Nevada County, with the help of Professor E. S. Babcock, of the University of California, with the idea of securing by hybridization and selection a variety of this nut, which will be a commercial success.

FRUIT & VEGETABLES

Weather is Big Factor in Moving Fruit and Vegetable Prices

Improvement in Conditions Noted in Montreal —Twenty-Four Hours Makes Fluctuation of 5c in Strawberries in Toronto—Potatoes Have Advanced to $1.35 a Bag in Toronto—Good Apples Scarce.

MONTREAL.

GREEN FRUITS.—Tendency in most lines is for higher prices. Apples are getting very scarce and Spies are held at $1 above last week's quotation. Ben Davis' are also slightly above the former price. Grape fruit have advanced 25 cents a box and oranges are gradually being marked up as crop is clearing. Prices on pineapples are also firmer than at last report. Strawberries are coming in more freely, and the price ranges around 20 and 21 cents a box, with very small boxes selling at 10 to 12 cents. With the advent of warmer weather fruit has been moving better, but the business is not as brisk as it should be.

Apples—		
Spies, No. 1s, very fine, bbl.	....	8 50
Ben Davis, No. 1s	....	6 00
Ben Davis, No. 2s	....	5 00
Spies, in boxes, fancy pack	....	3 25
Russets, in boxes, fancy pack	2 25	2 50
Bananas, crate	1 75	2 50
Cape Cod cranberries, bbl.	....	16 00
Almeria Grapes—		
Tinted long keepers, per keg	....	5 50
Grapefruit, 54-64-80-96 size, case	5 00	5 25
Cocoanuts—		
100 to 150 size	....	4 25
Lemons—		
Extra fancy, 300 size	....	3 25
Fancy, 300 size	....	3 00
Oranges—		
Mexicans, 150-176-200-216-250	....	2 75
California navels, 146-150-176-200-216-250	3 50	3 75
Pineapples—		
18 size	....	2 50
24 size	....	2 75
30 size	....	2 65
36 size	....	2 75
Strawberries, per box	0 20	0 21

VEGETABLES. — More seasonable weather has had the effect of brightening up situation as regards vegetables. There has been a number of changes in prices, most of them being downwards, though in the case of tomatoes and onions the prices are firmer than at last report. Potatoes continue very scarce and there seems little likelihood of any improvement. Stocks held here are very low, and advices received from New Brunswick are to the effect that there is not much available there for shipment outside the province. Canadian asparagus is now on the market and is offered at $3 to $3.25 per dozen. It is expected that the first shipment of native asparagus will arrive this week from Chateauguay. This will be welcomed, as the Florida stock is pretty high. Local farmers are now bringing in sour grass, for greens, and it is to some extent taking the place of spinach. Cauliflowers are very scarce and parsnips also are difficult to obtain now.

Asparagus, Canadian, per doz.	3 00	3 25
Asparagus, doz., basket, California	4 50	7 00
Beans, wax, crate, Florida	4 00	4 50
Beans, green, crate, Florida	....	3 50
Beets, bag	....	1 50
New beets, doz.	1 00	1 25
New beets, crate	....	2 50
Cabbage, bbl.	2 75	3 00
Cabbage, per dozen	....	1 25
Cabbage, new, per crate	2 75	3 25
New carrots, case	....	2 50
Cauliflower, French, doz.	5 00	6 00
Celery, Florida, crate	4 00	4 25
Cucumbers, Boston, doz.	1 00	1 25
Cucumbers, baskets	3 25	4 50
Egg plant, crate, 1 dozen	....	2 00
Garlic, per lb.	....	0 10
Lettuce, Boston, box	2 00	2 25
Canadian lettuce, per box, 3 to 4 doz.	....	3 00
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per crate, 150 lbs.	....	4 75
New Egyptian, per lb.	....	0 06
Red Danvers, 100-lb. bag	5 75	6 00
Shalottes, per dozen bunches	0 90	1 00
Parsnips, bag	....	1 75
Parsley, American, per doz. bunches	....	0 75
Parsley, per box	2 25	2 50
Parsley, Canadian, per doz. bunches	....	0 35
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Bermuda, barrel	7 75	8 00
Green Mountains, $1.25; Quebec, bag	1 10	1 15
Potatoes, sweet, Jersey, hpr.	....	1 50
Radishes, per doz. bunches	0 50	0 60
Rhubarb, dozen	1 50	2 00
Spinach, C.H., barrel	2 00	2 50
Sour grass, per box	....	2 00
Turnips, Quebec, bag	....	1 00
Turnips, Canadian, bag	....	0 75
Tomatoes, Florida, choice, crate	....	4 25
Tomatoes, Florida, fancy, crate	4 50	5 00

TORONTO.

GREEN FRUIT.—In fruit market weather is a big influence with prices, and quotations are up and down almost every day; strawberries have fluctuated as much as five cents a box in twenty-four hours and have sold down to 19c. A few warm days would greatly add to stability of market. New cherries are coming in now at $4 and $4.50 the case. Pineapples are firm in price and there is a good demand. Tomatoes are being held at high figures and the price is being paid. Apples are getting very scarce and the prices are pretty much what is asked so far as Spys are concerned.

Apples—		
Spies, hand-picked, barrel	6 00	7 00
Other varieties, winter apples, No. 1s	4 50	5 25
Other varieties, winter apples, No. 2s	3 50	4 00
IMPORTED.		
Apples, Jonathans, case, fancy, extra	2 50	3 00
Spitzenbergs, per box	2 75	3 00
Roman Beauties, box	2 50	3 00
Bananas, per bunch	1 50	2 00
Cherries, case	4 00	4 50
Grapefruit, Florida, case	4 00	4 50
Grapefruit, Cuban, case	3 50	4 00
Oranges—		
California navels	3 25	3 50
California tangerines, half boxes	....	2 00
California bloods, half boxes	....	2 00
Messinas	....	3 00
Sevilles	....	3 00
Lemons, Messina, 300's, new	3 50	4 50
Pineapples, Cuba, case	2 25	2 75
Pineapples, Porto Rico	2 50	3 00
Strawberries, North Carolina, quarts	....	0 20

VEGETABLES.—A feature of vegetable market is the steady advance in the price of potatoes, which are now selling at $1.35 a bag. New Brunswick shipments are light and the price for Ontario holdings are going up in sympathy. Cucumbers and parsley are easier and spinach a little higher. Canadian spinach is now offered at $1.25 a hamper; Canadian mushrooms at 75c. a pound and American mushrooms at $2.50 the basket.

Asparagus, 2 doz. case	....	2 75
Beets, Canadian, per bag	....	1 75
Green and wax beans, hamper	....	3 50
Cabbage, new, Southern, bbl.	2 50	2 75
Cabbage, new, Southern, case	....	2 50
Carrots, Canadian, bag	....	1 75
Carrots, Florida, hamper	....	2 00
Cucumber, Florida, hamper	....	3 50
Celery, Florida, case	....	3 50
Egg plants, per crate	4 00	4 50
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	5 00	5 25
Green, doz., Canadian, 20-30c; U.S.	0 40	0 60
Green, long, box	....	1 50
Parsnips	1 25	1 75
Green peppers, basket	0 75	1 00
Potatoes, New Brunswick, per bag	....	1 35
Potatoes, Ontario	1 20	1 25
Potatoes, new, Florida, hmprs., 1 bu.	2 75	3 00
Sweet potatoes, kiln dried, hamper	1 10	1 40
Potatoes, new, Bermuda, per bbl.	9 00	11 00
Parsley, doz. bunches, Can., 25c; U.S.	....	0 75
Rhubarb, per dozen	1 00	1 25
Rhubarb, American outdoor, box	2 25	2 50
Spinach, hamper	....	0 90
Spinach, Canadian, hamper	....	1 25
Tomatoes, Florida, per case	4 50	5 00
Turnips, bag	....	0 75
Radishes, Can., per doz.	....	0 50
Radishes, hamper	1 25	1 50

WINNIPEG.

GREEN FRUIT.—What price changes there have been this week have been in an upward direction, California lemons advancing 50c, and California oranges also moving upward 50c. Louisiana strawberries are practically exhausted, and the supply now coming from Arkansas is selling at $5. The warm weather, which has come at last, is helping materially in creating a larger demand for all kinds of fruits.

Apples—		
Ben Davis, No. 1	....	6 50
Ben Davis, No. 2	....	5 75
Washington Rome Beauties, ex. fancy	....	3 00
Wine saps, Spitz, ex. fancy	....	3 00
Bananas, lb.	....	0 04
Red bananas, lb.	....	0 06
Cocoanuts, bag	....	6 00
Grapefruit, 54-64-80 size, case	....	5 00
Lemons—		
California	....	5 50
Messina	....	4 00
Oranges—		
California navels	....	3 75
Pineapples, Cuban, crate	....	4 00
Strawberries, Arkansas	....	5 00

VEGETABLES.—No price changes have been noted. The demand continues very good, especially for lettuce. The warmer weather is stimulating the demand here, as it is with fruits.

Artichokes, per doz.	....	1 75
Asparagus, Cal., crate	....	4 00
Beets, old, per cwt.	2 00	2 50
Beets, new, doz. bunches	....	1 25
Cabbage, Texas, per ton	....	60 00
Cabbage, California, ton	....	70 00
Carrots, old, per ton	....	50 00
Carrots, new, doz. bunches	....	1 00
Florida celery, crate	....	5 00
Cucumbers, extra fancy, hothouse, doz.	....	2 50
Green peas, lb.	....	0 15
Green pepper, crate	....	5 00
Head lettuce, Texas, hampers	....	3 00
Head lettuce, Cal., crate	....	4 00
Leaf lettuce, doz.	....	0 40
Onions—		
Texas-Bermuda, crate	....	2 75
Parsnips, per cwt.	....	2 50
Parsley, per doz. bunches	....	0 60
New potatoes, per hamper	....	3 50
Potatoes, old, Southern, bush.	....	1 10
Radishes, doz.	....	0 50
Tomatoes, Florida, per crate, 6 bkts.	....	5 00
Rhubarb, Washington, box	....	1 50
Shallots, per doz.	....	0 80
Spinach, Texas, bbl.	....	10 00

FISH AND OYSTERS

Plentiful Supplies of Fresh Caught Lake and River Fish

Prices Cheap in Montreal and Shipments Coming Freely to Toronto—Halifax Reports Small Catches of Sea Varieties—No Demand for Cured Fish.

MONTREAL.

FISH AND OYSTERS.—Fish business is improving with the return of more seasonable weather. There have been large arrivals of river fish during the last week and just as much is expected for the present week.

For one dollar one could get enough of that kind of fish to supply food for a good-sized family for a week, and if everybody was to take advantage of the opportunity it would help to solve the question of the high cost of living for a while. More western salmon has arrived, and as a result prices are lower now. Western halibut has also been easier and prices have sagged a little. Eastern halibut, and all eastern fish in general, are slower coming than usual, if codfish is excepted. More lake fish are available, and it is expected that the season will be fully on in a few days. Brook trout keep very scarce and are arriving in small lots, consequently prices are very high. Lobsters, oysters and all kinds of shellfish are in fairly good demand and prices are maintained, except for lobsters, which are quoted cheaper this week. Volume of business in pickled, salted, dried and smoked fish is very small.

TORONTO.

FISH.—There is a seasonable demand for fresh caught fish, and dealers report a plentiful supply of the lake and river varieties, with sufficient for present needs coming also from the east, although the catch on the coast has been delayed. Prices for the week remain without change.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 10	0 11
Haddock, fancy, express, lb.	0 05	0 06
Steak cod, fancy, express, lb.	0 06½	0 07
Round pike, fancy, express, lb.	0 08	0 08
Flounders, fancy, express, lb.	0 07	0 08
B. C. salmon, fancy, express, lb.	0 18	0 19
Buck shad, fancy, express, each	0 50	....
Roe shad, fancy, express, each	1 00	0 75
Shad herring (Gaspereaux), each	0 03	0 03
Carp, per lb.	0 07	....
Dressed bullheads, per lb.	0 09	....
Dressed perch, per lb.	0 10	....
Brook trout, per lb.	0 30	....
Whitefish, per lb.	0 13	....
Lake trout, per lb.	....	0 12
Bluefish, per lb.	....	0 13

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	....	.06-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, boneless, per lb.	.10	.10
St. John bloaters, 100 in box	1.10	1.00
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.00	1.15
Kippered herrings, selected, 60 in box	1.20	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.22	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	.15-.16	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Cohoes or silvers, lb.	.08½-.09	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tulibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dressed or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lb.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls. 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 50	....
Herrings, Labrador, half bbls.	3 50	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	..	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imported milkers, hf bbls	5 00	....
Holland herrings, imported milkers, kegs	0 75	....
Holland herrings, mixed, half bbls.	6 00	....
Holland herrings, mixed kegs	....	0 65
Lochfyne herrings, kegs	1 25	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb	7 50	7 50
Dried hake, medium and large, 100 lb.	7 00	....
Dried pollock, medium and large, 100 lb.	7 00	....
Dressed or skinless codfish, 100-lb. case.	7 00	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs per lb.	0 07½	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed best standards, quart cans, each	0 35	....
Sealed best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 50	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	8 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, per lb.	0 24	0 40
Boiled lobsters, medium and large, lb.	0 25	....

HALIFAX, N.S.

FISH.—Local dealers still report a scarcity of fresh fish. Receipts of cod and haddock are unusually light for the season and quality of the fish is below average. Spring herring are in fairly good supply, but demand for them is very light. The halibut offering is of splendid quality, but supply is limited. Light receipts of fish are attributed to the scarcity of bait. Sales of smoked fish are fully up to average. There is only a light demand for dry cod. Lobsters continue very scarce and high prices are still maintained. Scallops are also scarce. Oysters in bulk are selling freely, and the sales of oysters in the shell are considered good.

WINNIPEG.

FISH AND POULTRY.—What is one of the quietest periods of the year is now being encountered. The local lakes are not opened up yet, and no fish will be coming in from the East until May 25. In the meantime the market is dependent entirely for fresh fish upon the halibut and salmon received from the coast and the trout and whitefish coming from Superior.

All variety of fresh fish obtainable are selling well, and there is a fair demand for poultry.

Early in June it is expected poultry will be received, but this month all hens are kept in the country for laying purposes. Next month, when they commence to set, many will be sent in, and a drop in prices of the frozen stock will probably result.

Fish—		
Fresh whitefish, per lb.	....	0 08½
Halibut	....	0 08
Salmon	....	0 10
Smelts	....	0 10
Herring	....	0 06
Lake trout	....	0 12
Cod fish	....	0 10
Cured Fish—		
Smoked goldeyes, per doz.	....	0 50
Finnan haddies	....	0 08½
Holland herring, keg	....	0 68
Labrador herring, ½ bbl.	....	4 25
Poultry, Live—		
Fowls	....	0 12
Chickens	....	0 12
Turkeys	....	0 15
Ducks	....	0 12
Geese	....	0 12
Poultry, Dressed, Fancy No. 1—		
Fowls	....	0 17½
Chickens	....	0 21
Turkeys	....	0 25
Ducks	....	0 22

RECOMMENDS ORANGES.

Dr. Wiley, the noted food expert, says that oranges should be eaten more generally. He claims that they are the most healthful fruit that grows. Dr. Wiley, as the trade knows, was formerly chief food expert for the United States Government.

FOUND GROCER VERY VALUABLE.

Canadian Grocer,
Toronto, Ont.

Gentlemen,—Kindly change Canadian Grocer to Jas. Farrell, 212 Montreal St., Kingston, my successor in business. Have taken Canadian Grocer for a number of years, and found it a very valuable paper, and would not be without it if I were in business.

POWERS GROCERY.
Per D. Dennis, Mgr.

Kingston, May 4, 1914.

PRODUCE & PROVISIONS

Provisions Reduced in Toronto; Eggs and Butter are Easier

Reduction in Prices of Hogs Has Effect in Meat Trade—Demand for Eggs Seems to be Easing Off in Toronto—Lard Goes Down With Pork.

MONTREAL.

PROVISIONS.—While business has shown increased activity in smoked meats there has been no change of importance in prices. Plain and boneless backs are offered one cent a pound cheaper than former, but other than this there has been no deviation from list. There has been no further change in price of lard, and a fair business is passing at present figures.

Hams—	Per lb.	
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	....	0 22
Light, per lb.	....	0 19
Boneless	....	0 25
Peameal	....	0 26
Bacon—		
Breakfast	0 19	0 21
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	29 00
Heavy short cut clear	....	29 00
Clear fat pork	....	28 00
Clear pork	....	27 00
Lard, Pure—	Per lb.	
Tierces, 375 lbs. net	....	0 13
Tubs, 50 lbs. net	....	0 13¼
Boxes, 50 lbs. net	....	0 13¼
Pails, wood, 20 lbs. net	....	0 13½
Pails, tin, 20 lbs. gross	....	0 13
Cases, 10-lb. tins, 60 in case	....	0 13¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 14
Bricks, 1 lb. each	....	0 14¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10½
Tubs, 50 lbs., net	....	0 10¾
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 11
Pails, tin, 20 lbs., gross	....	0 11
Cases, 10-lb. tins, 60 in case	....	0 11¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 11¾
Bricks, 1 lb. each	....	0 12¼
Hogs—	Per cwt.	
Dressed, abattoir killed	13 25	13 50
Dressed, country	12 75	13 00

BUTTER.—Market continues weak and there has been an easier feeling, with quotations ranging 25 to 25½ cents. At the Cowansville board the price has ruled the same for the last three weeks, 22½ cents. The first sales of butter in the lower Quebec district are being held this week at Trois Pistoles, and it is possible that these prices may have an effect on situation here. It is generally conceded that prices will go lower, but just how long the present quotations will continue is a matter for conjecture. Fall butter is practically done.

Butter—		
Finest creamery, new milk	0 25	0 25½
Dairy butter	0 20	0 22

EGGS.—Receipts last week were 19,058 cases as compared with 15,524 for previous week and 16,742 for same week last year, while the total receipts to date since May 1st have been 24,383 cases, as against 25,828 for corresponding period last year. A stronger feeling prevails in market owing to fact that prices in country have scored further advance of ½ to 1 per cent. per dozen, with the dealers now paying 21c. f.o.b. for straight gathered stock, which is due to keen competition for supplies between western and eastern buyers. One of the biggest dealers said he could see no excuse for the present high prices, which are two cents above figure of a year ago, and he looks for a break in prices soon.

Eggs, case lots—	Per dozen.	
New laids	....	0 24
Splits	0 20	0 21

CHEESE.—Feature of cheese situation during week was advance in price at the different boards throughout country, which exporters in most cases claim were not warranted according to the prices being bid by English importers for fodder goods. Impression in the trade is that these high prices are being paid here in order to maintain present prices for New Zealand goods in the leading English markets, of which stocks are heavier than a year ago. There is some demand for cheese from Canadian northwest and further shipments of carload lots were made last week. Apart from this, market is quiet, with little business passing for export account. Receipts of cheese have been smaller than a year ago, which is attributed to the late, backward spring.

Cheese—		
New make	0 14½	0 15
Old specials, per lb.	0 15	0 16
Stilton	....	0 17

HONEY.—There have been no changes in the market, and prices rule the same as last report. There is a fair demand.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY.—There is a good demand for all lines and prices are firm. Now that the ocean steamers are coming again they are taking large supplies, and this has kept the prices up.

POULTRY.		
Fresh stock—	Live.	Dressed.
Broilers, per lb.	....—....	....—0 25
Ducks, milk fed	0 16—0 18	0 18—0 19
Fowl	0 18—0 20	0 17—0 19
Geese	....	0 15—0 16
Turkeys, spring	....	....—0 23
Turkeys, old Tom	....	0 14—0 16
Milk fed chickens, lb.	....	....—0 25
Milk fed broilers, lb.	....	....—0 30
Long clear bacon, heavy	0 13½	0 14½

TORONTO.

PROVISIONS.—The steady decline in the quotations for live and dressed hogs which culminated this week in a 35c. reduction on local markets is having its effect in provision market, although, generally speaking, the trade does not necessarily recognize a direct connection. On hams there is a reduction of half a cent all round; boiled ham is down a cent and on pure lard there is a shaving off of a quarter-cent all round. Hogs are now quoted at $8 f.o.b. and $8.35 off cars, with quotations for carcasses running from $11 to $12. The big influence in market for hogs is western business. A year ago the east was shipping goods to the west, and at present conditions are reversed and the west is shipping hogs to Ontario. It is thought amongst some dealers that market has now reached low point for season.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 17	0 17½
Large, per lb.	0 15	0 16
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 24
Pea meal, per lb.	0 22	0 23
Bacon—		
Breakfast, per lb.	0 18	0 18½
Roll, per lb.	....	0 15
Shoulders, per lb.	0 14	0 14¾
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14½	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	....	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12½	0 12¾
Tubs, 60 lbs., per lb.	0 12¾	0 13
Pails, 20 lbs., per lb.	0 13	0 13¼
Tins, 3 and 5 lbs., per lb.	0 13½	0 14¼
Bricks, 1 lb., per lb.	0 14¼	0 14¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10¾
Tubs, 50 lbs., per lb.	0 10¾	0 11
Pails, 20 lbs., per lb.	0 10½	0 11½
Hogs—		
F.O.B., live, per cwt.	8 00	8 05
Live, fed and watered, per cwt.	8 35	8 40
Dressed, per cwt.	11 00	12 00

BUTTER.—With approach of grass season and prospects for better quality butter there is further weakness in the market and prices continue to go down the scale. Nothing is being packed at this time and result is that there is considerable dumping without heavy buyers.

Butter—		
Creamery prints, fresh made	0 23	0 25
Dairy prints, choice	0 21	0 23
Dairy, solids	0 20	0 21
Separator prints	0 22	0 24

EGGS.—Packers are beginning to ease up in their demand for fresh eggs, and the change is immediately seen in market, where prices have fallen off considerably in past day or so. The reduction of the prices of a week ago is one to two cents.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 24	0 25
Strictly new laid	0 22	0 23
Splits	0 20	0 21

CHEESE.—There is a firmness in tone of market with regard to old cheese, while with new price is easing off a quarter to a half cent. The market will not

have any special activity now until the influence of new pasturage is felt.

Cheese—		
Old, large	0 16½	0 17
Old, twins	0 16¼	0 16½
New, large	0 14½	0 14¾
New, twins	0 14½	0 15

HONEY.—The honey market remains dull, without change in prices.

Clover, bbls., per lb.	0 08	0 08½
60 30-lb. tins, per lb.	0 08½	0 09
10 5-lb. tins, per lb.	0 09½	0 10
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	1 75	2 00

POULTRY.—There is a good demand for fresh poultry, but there is comparatively little coming into market. Prices remain the same, but they are firm, and in some individual cases offers are above market. On produce exchange twenty cases of frozen chickens were offered at 13c., with 12½c. bid.

Fresh Stock—	Live.	Dressed.
Fowl	0 16	0 18
Chickens, lb.	0 18	0 22
Geese	0 14	0 16
Turkeys, spring	0 17	0 22
Turkeys, old Tom	0 15	0 17

WINNIPEG.

PROVISIONS.—While there has been no change in cured meats, fresh pork has dropped somewhat in price, due to the heavy run on hogs and to the fact that live hogs are now down to $8 per cwt. in place of $8.25. There is a big demand for lard, much having been sold the last few days. This demand has undoubtedly been stimulated by the reduced prices quoted, the general drop being something over ½c a pound.

Cured Meats—		
Hams, per lb.		**0 19½**
Shoulders, per lb.		**0 12½**
Bacon, per lb.		**0 25½**
Long clear, D.S., per lb.		**0 14**
Mess pork, bbl.		**28 00**
Lard—		
Tierces, per lb.		0 12
50 lb. tubs		6 00
20 lb. pails		2 48
3 lb. tins, cases		7 65
5 lb. tins, cases		7 57½

BUTTER.—A drop in the price of cooking butter has been struck, this being quoted during the week at from 12c to 15c.

Creamery, Manitoba		**0 30**
Creamery, Townships	**0 32½**	**0 33**
Dairy	**0 19**	**0 24**
Cooking	0 12	0 15

EGGS.—Prices here are going up, as the stock is falling off in proportion to the demand. Farmers do not seem to be satisfied with prices they are receiving, and to get the eggs the buyers have now got to give a higher price. No lower prices in eggs are expected.

Eggs—		
Extra first		0 20
Checks		0 14
Extras in cartons		**0 23**

CHEESE.—New Canadian cheese coming on the market is being quoted at 15c. Old cheese, however, has advanced another ½c, as was expected.

Cheese—		
Large		0 18
Twins		0 18½
New		0 15

THE PROPER SPIRIT.

"We are interested readers of Canadian Grocer and are always open to learn from the experiences of others through the pages of your valuable paper."—Morrow & Deane, Avenue and Yew St., Vancouver, B.C.

Will Lower Freight Rates Reduce Prices?

Eastern Manufacturers Would Like to See Prices on Proprietary Lines in Western Canada Same as in East—Bigger Volume of Trade Would Result for All Concerned, They Claim.

IF the lower freight rates, which are to go into effect in Western Canada as the result of the decision of the Dominion Railway Commission, prove a factor in placing proprietary lines in the grocery business on an equal price footing, or comparatively so, with Eastern Canada, without cutting into the legitimate profits of the trade, then a great boon will be conferred upon the consumer in Western Canada, and at the same time an impetus will be given to the volume of retailers' trade in these lines. Both of these factors are needed in western business.

Manufacturers are to-day giving attention to the new freight schedules to see where they can take the most advantage of the reductions, and in the opinion of one maker of proprietary lines for the grocery trade, the benefit to the western consumer cannot be too great, for the retail price burdens in that country have been heavy indeed. In certain lines the benefits of the new freight changes will go largely to the grocer, but in connection with certain lines of package goods there is little doubt that under the latter-day conditions in the West the average retailer would be prepared to shade his profits slightly to increase the volume of trade in popular lines.

Westerners Once Easterners.

That westerners are not westerners but easterners sounds more like a paradox than it really is. There are few in the West who have not gone there from the East—and the bulk from Eastern Canada. It is not hard to realize the effect upon these people who have purchased standard proprietary articles so often that they have come to regard them as staples, only to find on asking for the same goods in the West that what was ten cents was now two for a quarter or fifteen cents; what was two for a quarter was now fifteen, and what was fifteen was now perhaps twenty cents, and so on along the line. It must be admitted, too, that in the West generally there is not much popularity for second-class goods.

What can be accomplished under the new freight rates will not probably be seen until the new schedules are put into effect. It is not simply a case of figuring the difference in rates, but of considering the effect of shipping in car lots and taking advantage, where possible, of the differences in classification.

Smaller Packages Perhaps.

Another practical solution to the problem of putting well-known proprietary articles on the western market on an equal footing with the East would be to make a smaller package, which, by a reduction of a fraction of the contents and the saving in freight, could be put on the grocers' shelves to sell at the standard price.

There is in Canada no law compelling the weight of contents to be placed on a package, bottle or can, although where the weight is given it must be lived up to. One solution is that smaller packages or tins could be sold at a lower figure, and thus the unevenness of prices smoothed out.

Developments in regard to these matters will be awaited with interest by the western trade.

POTATO DISEASES.

There has been issued by the Department of Agriculture at Ottawa a remarkably well executed folder, Farmers' Circular No. 4, entitled "Potato Diseases Transmitted by the Use of Unsound Tubers," showing in natural colors representations of specimens of diseased potatoes. Diseases and other blemishes represented are potato canker, powdery scab, hollow potato, internal brown streak, little potato disease, dry rot, wet rot, common potato scab, and stem end rot. Special reference is made to potato canker and powdery scab, the latter of which occurs already in Canada and should be carefully avoided. The folder points out that, under the Destructive Insect and Pest Act of Canada, any person using for seed potatoes infected by potato canker or powdery scab is liable to prosecution. Potato growers who suspect the presence of either of the latter diseases are requested to send specimens to the Dominion Botanist, Central Experimental Farm, Ottawa. This folder, prepared by H. T. Gussow, Dominion Botanist, will be sent free to those who apply for it to the Publications Branch of the Department of Agriculture at Ottawa.

Stuart, Limited, jam, etc., manufacturers, Sarnia, Ont., have now completed the extensions to their plant. J. A. Waddell, of Hamilton, has joined the firm as sales manager.

The value of a good credit customer

No Grocer can afford to underestimate the value of a good credit customer. A regular-paying customer is preferable to a cash customer for the reason that you are more apt to get all the trade.

All the old-time objectionable features of account keeping, the attendant mistakes, collecting losses, dissatisfaction, work and worry, etc., are entirely eliminated with the

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One Writing

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Let us show you—our free booklet will give you some interesting particulars. Get it now.

DOMINION REGISTER CO., LIMITED

90-98 Ontario Street, Toronto, Canada

Trafford Park, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON-COATED SALES BOOKS IN THE WORLD

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25 size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 2-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER.

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	$1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

FOREST CITY BAKING POWDER

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or cas	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books, each	0 04
100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per dozen, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$ 2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 85
Green Gage plum, stoneless	1 85
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 995
Raspberry	0 69	0 95

14's and 30's per lb.
Freight allowed up to 25c. per 100 lbs.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Five Branches
in the leading centres

Regina, Saskatoon, Edmonton, Calgary and Lethbridge
Head Office at Winnipeg

With unsurpassed storage and shipping facilities we can give Manufacturers, Producers or Importers a service that will put your goods before most every buyer in the pulsating Western market. Our efficient corp of travellers call daily on the wholesales, enabling us to put your goods before the trade in such a way as to insure quick results. We can give you an excellent service at low cost and will guarantee sales.

Write now for particulars and terms.

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Branches: Regina Saskatoon Edmonton Calgary Lethbridge

SALT, SALT, SALT,

All SALT and nothing but SALT

———positively not adulterated in any way. The best brine is pumped from our salt wells, after which it is evaporated and dried by the most up-to-the-minute processes, ensuring for your patrons fine, dry, even crystals. **Purity Salt** is the salt for all household purposes. **Purity Salt** should be handled by all quality dealers.

The WESTERN SALT CO., Limited
Courtright, Ontario

Place your order now for new pack sardines

Owing to increasing demand and decreasing supply, it is advisable to place your orders now for

KING OSCAR
BRAND
SARDINES

The new pack of this popular brand commences in July and to avoid disappointment you should make sure of your supply now.

Consult your jobber.

CANADIAN AGENTS
J. W. BICKLE & GREENING
(J. A. Henderson)
HAMILTON - CANADA

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Are now at their best for canning. Get your trade supplied before it is too late. All our brands are finest quality imported and prices are right.

STRAWBERRIES

They are now coming from points nearer home and consequently quality is improving. Straight cars of quart boxes commence this week with us. Let us have a regular standing order.

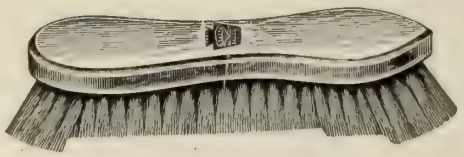
All other fruits and vegetables at regular market prices.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY



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and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

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Port Elgin, Ontario.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 8's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes.	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, dozen	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q; F M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking), doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box.	0 85
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ¼ and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 cartons to box, 65c.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 80
Clover Brand, each 4 doz.	4 50
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each 4 doz.	5 80
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50

"This Tea has brought more praise than any Tea I have ever handled"

SO writes an enthusiastic dealer to one of the wholesale houses in the Maritime Provinces. Expressions of approval such as this pour in constantly—showing that **everywhere**

DICKESON'S TEA

"The Beverage of the Old Country"

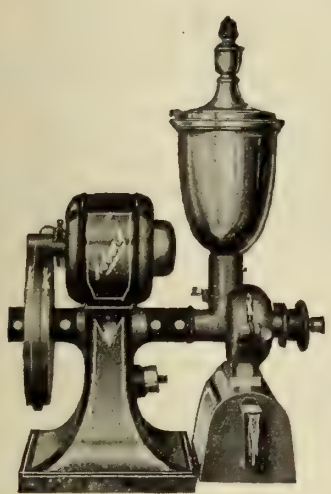
is gaining new and lasting friends. Sales are going up daily, and "Dickeson's Tea" is winning victories all along the line. You will find it the **best** and most sought-after proprietary package tea you ever had in your store. Now's the time to stock up—while the demand is growing. The high quality of Dickeson's Tea and the vigorous advertising now being done are bringing in splendid results to dealers everywhere. Link up with this success **now.**

Get in early!

RICHD. DICKESON & CO., LTD., LONDON, ENG. (Est. 1649)

Write to any of these Canadian Agents

Toronto—Frederick E. Robson & Co.
Hamilton—C. G. Walker & Co.
Ottawa—H. N. Bate & Sons, Ltd.
Windsor—G. Clair Bliss, Detroit, Mich.
London—R. Donaghy.
St. John, N.B.—E. T. Sturdee.
Quebec, Que.—A. Francois Turcotte.
Winnipeg, Man.—W. Lloyd Lock & Co.



No. 26
A Small Hobart Model
Capacity 1½ Pounds Per Minute

There's a *Hobart* MILL To Fit Your Business

REG. U.S. PAT. OFF.

No Matter How Large or Small

CAPACITIES: From 1 to 20 Pounds per Minute.

PRICES: Made to Fit the Size.

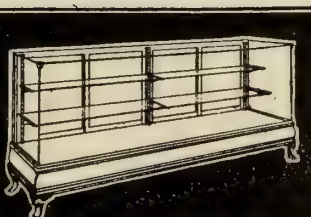
TERMS: No Extra Charge for Liberal Instalment Terms.

Our New Catalog Describes The Whole Famous Hobart Line. Write For It

The Hobart Manufacturing Company

Church and Richmond Sts. Toronto, Ont.

Before placing YOUR ORDER for **SHOW CASES, STORE FRONTS ETC.**



Write us for full particulars and estimates

KENT, SON & CO.
261 King St. West
TORONTO

WETHEY'S
CONDENSED
MINCE MEAT

is recognized
from Coast to Coast
as the
standard of excellence

Are you stocking it?

Any Jobber can supply you

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO.
ANCHOR BRAND.

Ammonia Powder—"Anchor"	Per case.
5c cases, 6 doz.	$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25
Baking Powder—"Anchor"	**Per doz.**
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5 lb. tins, cases 1 doz.	8 40
Chocolate—Unsweetened—"Anchor"	
10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	**Per doz.**
10c tins, cases 4 doz.	0 90
	Per lb.
⅛s, tins, cases 4 doz	0 36
¼s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35
Coffee—"Anchor"	**Per lb.**
1 lb. tins, whole or ground, cs., 30 lb.	0 33
2 lb. tins, whole or ground, cs., 30 lb.	0 32
Cream of Tartar—"Anchor"	**Per doz.**
10c pkgs., boxes 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40
Custard Powders—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Flavoring Extracts—"Anchor"	
10c bottle	1 00
2½ oz. bottle	2 00
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 00
32 oz. bottle	24 00
64 oz. bottle	48 00
Flour—Potato—"Anchor"	**Per doz.**
Cases 2 doz.	1 20
Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Mustard, D.S.F.—"Anchor"	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90
	Per lb.
⅛s, tins, boxes 12 lbs.	0 38
¼s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36
Rice, Special Grain—"Anchor"	**Per doz.**
Cases 2 and 4 dozen	0 90

	Per case
"Anchor" Brand.	
Shaker Table Salt, free running, cases 2 doz., case	1 80

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
⅛ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case
25c pkgs., cases 12 pkgs.	2 40

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	3 90

"KOLONA" CEYLON TEA.

	Per lb.
30c black, green or mixed, ⅛ and 1 lb. pkgs.	0 25
40c black, green or mixed, ⅛ and 1 lb. pkgs.	0 30
50c black, green or mixed.	0 35
60c black, green or mixed.	0 42
80c black, green or mixed.	0 55
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat-Os" Breakfast Food, cases 2 doz.	1 45
	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED.
Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork, 50 qts., case	8 00
50 pts., case	5 00
La Savoureuse "Claret Crown," 100 pts., case	9 00
St. Nicholas Champenoise Corks, 50 qts., case	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb.	5 60½
Cs. 50 ¾ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs.	4 75
Cs. 200 200 grs. pieces, cs.	7 75
Cs. 100 300 grs. pieces, cs.	6 00
Cs. 200 300 grs. pieces, cs.	12 00

ALIMENTARY PASTES.
BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 08
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape juice, 12 qts.	4 75
Grape juice, 24 pts.	5 00
Grape juice, 36 splits	4 75
Apple juice, 12 qts.	3 75
Apple juice, 24 pts.	4 50
Champagne de Pomme, 24 p.	5 90
Motts Golden Russett.	
Sparkling cider, 12 qts.	4 50

BENGER'S Food

Copyright Design.

For INFANTS, INVALIDS and the AGED.

GOLD MEDAL AWARDED

Health Exhibition, London, Adelaide and Melbourne.

The "LANCET" describes it as:
"Mr. Benger's admirable preparation."

The "BRITISH MEDICAL JOURNAL" says:
"Benger's Food has by its excellence established a reputation of its own."

Circulars & Showcards on application.

Benger's Food and other Preparations may be obtained through all Wholesale Jobbers in Canada.

BENGER'S FOOD, LIMITED,
Otter Works, ——— MANCHESTER, Eng.

109C

The Best-Selling Corn Starch

in England is undoubtedly Brown and Polson's—it is the grocer's favourite as well as the most popular with the public.

Brown & Polson's Corn Starch

is sure soon to be as popular here as in England. You will find it pay you well to keep a good stock of Brown & Polson's and give it prominent window and counter display.

Canadian Agents:

HAMBLIN & BRERETON,

149 Notre Dame Avenue, E., Winnipeg
510 Ninth Avenue West, Calgary,
842 Camble Street, Vancouver.

MACGREGOR SPECIALTY CO.
TORONTO & EAST

Proprietors: *BROWN & POLSON, Paisley and London, England.*

B H.B.

ESTABLISHED 1854.

"STAR BRAND"

has been standard for **HAMS, BACON** and **LARD** for sixty years, and continues to merit the favorable verdict of all these years.

The quality and reliability of this brand is the result of many years' experience in Bacon curing. Your customers will appreciate the goods, and your trade will be all the greater if you handle them.

Put up by

F. W. FEARMAN CO., Limited

Hamilton, Ont.

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake **Manitoba**

Grocers' Engineering & Whitmee
Limited

MAKERS OF APPLIANCES FOR THE PREPARATION OF

COFFEE, COCOA, CHICORY

ROASTING
COOLING
GRINDING

Sixty sizes in eight types. Window plants a special feature.
An important matter for which we have efficient appliances.
An unequalled range of grinding mills to meet all needs.

TEA

CUTTING
BLENDING and STORAGE
PACKING

The experience afforded by many years' association with the requirements of the trade has improved our original machines, and long use by many of the foremost houses confirms their efficiency and reliability, both in product and mechanical construction.

Fruit Machinery, Powder Mixers, Sifters, etc.

ON H.M. WAR OFFICE AND ADMIRALTY LISTS

Cole Street, Swan Street, London, S.E.

The Canadian Fishing Co., Ltd.

VANCOUVER, B.C.

Producers and Shippers of

PACIFIC COAST FISH of all kinds

FRESH FISH — FROZEN FISH
SMOKED FISH — SALT FISH

Carload and less than carload shipments

CORRESPONDENCE SOLICITED

Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 splits	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil."

	Per case
Sur Extra Fins, 40 Falcons, cs.	$10 00
Sur Extra Fins, 100 ½ cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 25
Tins—	
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s.	2 10
20s. ½ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & Co., Agents.

Cases, 4 doz. each, flats per case.	5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND

N. K. FAIRBANK CO., LTD.

Tierces	0 10¾
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 doz. case)	$1.90	$1.80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case	$1 60	$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	.07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 3 doz.	2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 80
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naphtha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 00
Five cases or more	4 85

STARCH.

THE CANADA STARCH CO., LTD.
EDWARDSBURG BRANDS

and

BRANTFORD BRANDS.

Boxes	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.06
36 lbs., silver gloss 6-lb. draw lid boxes	.06
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's satin, 1-lb. cartons, hrome label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 60
20 lbs. Benson's Enamel (cold water), per case	1 80
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06

SEEDS

To-day's prices Ex-warehouse Toronto, May 15th

SEED CORN

All Tested for Germination.

	Per bush.
Improved Leaming	$1.15
White Cap Yellow Dent.	1.15
Compton's Early	$1.50
Longfellow	1.60
North Dakota	1.50

These three on cob, 10c extra.

Dutch Set Onions, 10c lb.

Timothy, No. 1	$8.00
Timothy, No. 2 (A)	6.75
Timothy, No. 2 (B)	6.25
Timothy, No. 2 (C)	6.00
Timothy, No. 3	5.50

Ask for samples. Phone Main 163

Geo. Keith & Sons

Seed Merchants since 1866

Toronto, Ont.

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.

Owen Sound, Ontario

For a good pack of good Lemons, buy

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe

AGENT

TORONTO, ONT.

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

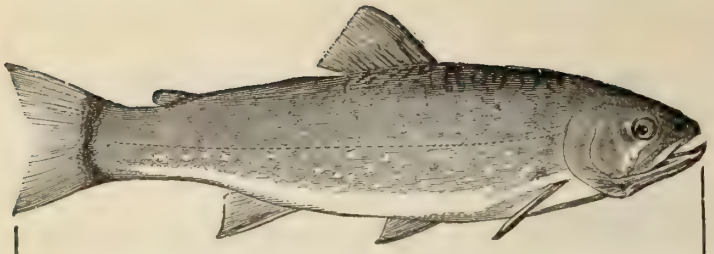
PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario



A Fish 5 Minutes From the Water

cannot have a more real sea flavor than do the **Brunswick Brand Sea Foods.** The flavor is retained by the employment of the latest and most modern methods of preparing and packing—immediately after the fish comes from the water.

Brunswick Brand Sardines in oil, one of our leaders, is holding the foremost place among Canadian packed sardines. They sell at a moderate price and pay a good profit.

Our years of experience and large modern factories enable us to turn out sea foods as nearly perfect as can be made.

Our supplies are the choice of fishermen's catches, caught in the neighborhood of our factories.

Known and appreciated all over Canada.

OUR CHIEF SELLERS

¼ Oil Sardines	Kippered Herring
⅜ Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies	Clams
(Oval and Round Tins)	Scallops

CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.

(120-lb boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb. ..... .18

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs. ..... .00

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs. ..... .06½

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs. ..... .07

Barrels, 200 lbs. ..... .06½

Kegs, 100 lbs. ..... .06½

Lily White Gloss—

1-lb. fancy cartons, cases 30 lbs... .07½

8 in case .... .07¾

6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ..... .00

Kegs, extra large crystals, 100 lbs. .... .07

Canadian Electric Starch—

Boxes containing 40 fancy pkgs., per case 3 00

Celluloid Starch—

Boxes containing 45 cartons, per case 3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs. ..... .06

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs. ..... .07½

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs. ..... .07½

(20-lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8 oz. pack., 120 pack. per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c, per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz..... 0 90
Clear soups, in stone jars, 5 varieties, doz. 1 10

SODA—COW BRAND.

Case of 1-lb., ontaining 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case 2 50
5-lb. tins, 1 doz. in case 2 85
10-lb. tins, ½ doz. in case 2 75
20-lb. tins, ¼ doz. in case 2 70
Barrels, 700 lbs. 3½
Half barrels, 350 lbs. 3¾
Quarter barrels, 175 lbs. 4
Pails, 38½ lbs. 1 95
Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case 2 05
5-lb tins, 1 doz. in case 3 20
10-lb. tins, ½ doz. in case 3 10
20-lb. tins, ¼ doz. in case 3 05
(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case .....$ 1 35
Ontario, per case 1 50
Manitoba, per case 2 30
Saskatchewan, per case 2 60
Alberta, per case 2 70
British Columbia, per case..... 2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case..... 2 95
Manitoba, per case 3 40
Saskatchewan, per case 3 65
Alberta, per case 3 75
British Columbia, per case 3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz., cases, doz.... 1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 80
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ½-pints.....	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD. ..

..a size, gross 2 50
6a size, gross .....$ 2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan.....	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY (Empire Branch)

Black Watch, 6's ..... .45
Bobs, 5's and 10's ..... .39
Currency, 5's and 10's ..... .39
Stag, bars, 5 1-3 .... .39
Old Fox, 10's ..... .40
Pay Roll, thick and thin, bars, 7⅓'s .60
Pay Roll, plug, 7⅓'s ..... .60
Shamrock, bar and plug ..... .45
Empire, 6's and 12's ..... .44
Ivy, 7's .... .50
Great West, pouches, 8's ..... .50
Regal cube cut, 9's ..... .50
Starlight, 7's .... .50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale	R'T'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

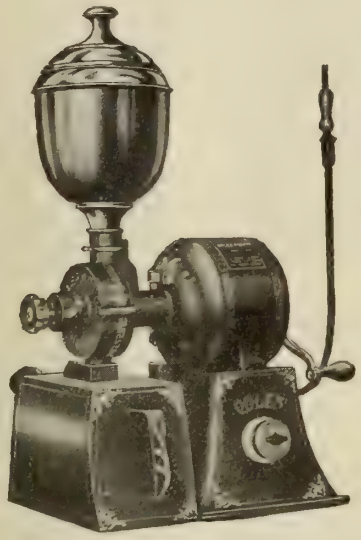
In 30, 60 and 80 lb. cases.

Black, Green or Mixed.

Blue Label ½s 0 21
Blue Label, 1s 0 29
Orange Label, 1s 0 23
Orange Label, ½s 0 24
Brown Label 1s and ½s 0 23
Brown Label, ¼s 0 30
Green Label 1s and ½s 0 35
Red Label, ½s 0 40

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

"Club House" Olives

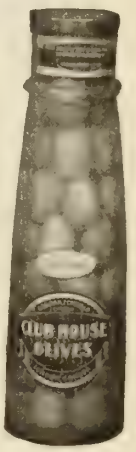
recommend themselves

by their perfection of color, size and taste.

Our guarantee of quality behind each bottle.

The profit is good.

Need we say more



Order from your wholesaler

Gorman, Eckert & Co.
Limited

London, Ontario

Western Selling Agents
MASON & HICKEY, WINNIPEG

PINEAPPLES for Preserving

We are quoting very low prices for quantities. Sizes 18s, 24s, 30s.

Quality is the best ever.

Fresh Vegetables arriving from the South:

Cucumbers, Beans, Peas, New Carrots, Cabbage, Head Lettuce, Bermuda and Egyptian Onions, Florida Tomatoes, etc., etc.

White & Co., Limited
Wholesale Fruit and Fish
Toronto

EVERYDAY LINES

Brooms of quality
Wrapping Paper and Twines
Boss Washers
Mop Wringers
Dustless Mops
Self-Wringing Mops
Globe Washboards

Walter Woods & Co.
HAMILTON and WINNIPEG

Remember it's up to you

to handle goods that your customers will be satisfied with, or there's kicks—because if they are dissatisfied with anything bought at your store, you'll have to do the answering, and it's not a pleasant job at that. If you want to please your customers, ensure satisfaction, and prevent eruptions, you should sell them

Rowat's
Superior
Pickles

They are "satisfaction producers" and always make friends fast after that fast friends.

ROWAT & CO.
Glasgow - Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.
BANNER BRAND.

	Shipping Price Doz.	Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.10	33
Special Tumbler, 2 doz. to case	0.95	30½
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.

MINTO BROS., LIMITED.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ⅓ or ¼	.30	.40
Blue Label, 1s, ⅓ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JAMS AND JELLIES.
T. UPTON & CO.

Pure Fruit Jams—Raspberry and apple, strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12-oz. glass jars, 2 dozen in case, $1.00 per dozen; No. 2 tins, 2 dozen in case, $1.90 per doz.; No. 5 tin pails, 4 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 57½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Fruit Jellies—Raspberry, strawberry, black currant, red currant, and pineapple flavors, 9-oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails, 6 in crate, 52½c; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality, 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c packages 1 15

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

Finest Quality *Whittemore's Shoe Polishes* Largest Variety

Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"BULLY SHINE." A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contains oil and waxes to polish and preserve the leather. Also Russet Bully Shine for tan leathers. Large tin boxes. Boxes open with a key. Retail 10c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a key. Retails 10c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **"BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

"BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retails 25c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A. For sale by the Wholesale Grocers in all Canada.

Length, 425 feet. Height, 115 feet. Depth, 120 feet.
Capacity: 200,000 Barrels a year.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Frontenac Beer is Selling

Have you a stock? The new ½-doz. or full dozen cardboard package enables customer to carry it home under the arm. An idea appreciated both by latter and retailer.

Canada's Largest Brewery wants to do business with you.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

You Want This

Taylor's Prepared Mustard

IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

COMTE'S

Satisfaction and profits with every sale.
We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

COFFEES

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

FOR PRESERVED GOODS

SARDINE, MACKEREL, TUNNY, ANCHOVY, SPRAT

and other fishes, in oil; pickles, tomato and other sauce; GREEN PEAS, FRENCH BEANS (plainly cooked or colored green); plainly cooked mushrooms. APPLY TO LEON LE BEUVE, 22 Cours des Quais, LORIENT France), the best organized house for sale, having always stock in hand. AGENTS WANTED.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada

EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

EGG FILLERS

12-DOZ. EGG CASES

The Trent Mfg. Co., Limited

Trenton, Ontario, Canada

The

Condensed Ad.

page

will interest you

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

HOLLAND RUSK

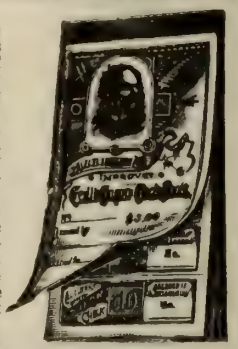
The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

When they ask for credit give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe



Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

You can talk across the Continent for two cents per word with a want ad. in this paper.

---

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited
Established 1780

Montreal, Can. Dorchester, Mass.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto. WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—POSITION AS SALESMAN WITH wholesale or brokers, specialty teas and coffees. Nine years with present firm. Write Box 45, Canadian Grocer, Toronto. 5114

BUSINESS WANTED

WANTED TO HEAR FROM OWNER OF good grocery or meat market for sale. State full particulars. Western Sales Agency, Minneapolis, Minn.

AGENCY WANTED

GROCERY COMMISSION BROKER, OPEN to represent independent or combined canners. Not unwilling to take a financial interest, if necessary. Letters, Box 48, Canadian Grocer.

FOR SALE

GROCERY AND STAPLE DRY GOODS business for sale. Excellent location in growing suburb of this substantial city. Fine opportunity for live man. Brick building, living rooms above store, can be bought in connection. Box 672, Nelson, B.C. (529)

When writing advertisers, kindly mention having seen the ad. in this paper.

We Help You to Take That Holiday!

IF you want to earn some extra money so you can take a vacation, a holiday this summer, we will help you. You supply a few hours of your spare time each week and we will supply the money. There are many people in your district who will read

MACLEAN'S MAGAZINE

if its real character is explained to them. They will readily subscribe if you ask them.

ON each subscription we allow you a liberal commission. By giving three or four hours a week to this work you can earn several hundred dollars a year.

YOU will enjoy the work and will find it one of the best experiences you can get. We teach you how to SELL, how to approach men and get their orders. All you supply is a little spare time and work.

SEND a postal card today, asking us to show you how we can help you earn a holiday trip this summer.

Circulation Department

MacLean Publishing Co., Ltd.

143-153 University Avenue, Toronto, Canada

CIGAR EXCELLENCE

BEN BEY

10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but **smoke good.** Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited

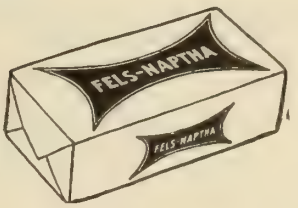
MONTREAL

A want ad. in this paper will bring replies from all parts of Canada.

Women have

learned that the easiest and best way of washing is "the Fels-Naptha-way."

And dealers have, in consequence, found that the easiest and best-selling laundry soap is Fels-Naptha, because, if used in "the Fels-Naptha-way," it gives the greatest satisfaction to their women customers.



Honest values, uniform quality, and an earnest desire to give our customers better service than they expect is the reason why

CHASE & SANBORN'S
Coffees

occupy a niche of their own in the Kingdom of Coffee.

Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES

Use The Barr Account Register—Avoid Disputes

The Barr Account Register shows the purchaser that each purchase is recorded correctly and the unpaid balance carried forward from last statement.

This up-to-the-minute method is a strong, yet unobtrusive appeal for settlement.

Your bookkeeping is completed when counter purchase slip is made. Filed numerically in convenient form you have your customers' complete accounts available for instant reference; mistakes and night work are avoided.

Counter Cabinet Style—Closed

The Barr Account Register is a business necessity, a business-builder and a money-maker; gives you a daily knowledge of what each customer owes you.

Your customer cannot side-step payment—if there's the slightest indication of inability or disinclination to pay, you are in a position to stop the account before it drifts to the "no good" class.

Barr Registers are made in two styles (Counter Cabinet and Floor Cabinet) to handle any number of accounts.

Clip the coupon below, *do it now;* we'll demonstrate your need for a Barr Register without obligating you in any way.

SPECIAL NOTICE

The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There never have been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary. We make this announcement as we understand that some merchants have been imposed upon and induced to buy other account registers through such talk.

Barr Registers, Limited
Trenton, Ontario

GREAT BRITAIN:

HEAD OFFICES—Dacre House, No. 5 Arundel St., Strand, London, W.C. FACTORY—Birmingham.

COUPON

We are willing to have you demonstrate the saving possibilities in the Barr Account Register System.

Name .....

Address .....

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No Later Than Now

Don't make it any later. Pick up your pen now and send us along your requirements in the way of CANNED GOODS. We have for

IMMEDIATE DELIVERY
FULL ASSORTMENT 1913 PACK
VEGETABLES AND FRUITS

VICTORIA BRAND, the reliable, both for quality of contents and strength of can.

1000 Cases Now on Wharf

Waters From the Vichy Basin

Source Admirable .....$5.00 a case
Source Neptune ..... 6.00 "
Source Sans Rivale ..... 7.00 "

Le Soleil Castille Soap

40,000 LBS. IN STOCK.

Le Soleil is the purest of all pure soaps. Contains as much as 72% Olive Oil, and for over one hundred years has been regarded as the standard.

ORDER NOW.

Laporte, Martin, Limitée

568 St. Paul Street,

MONTREAL

Tel. M. 3766

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

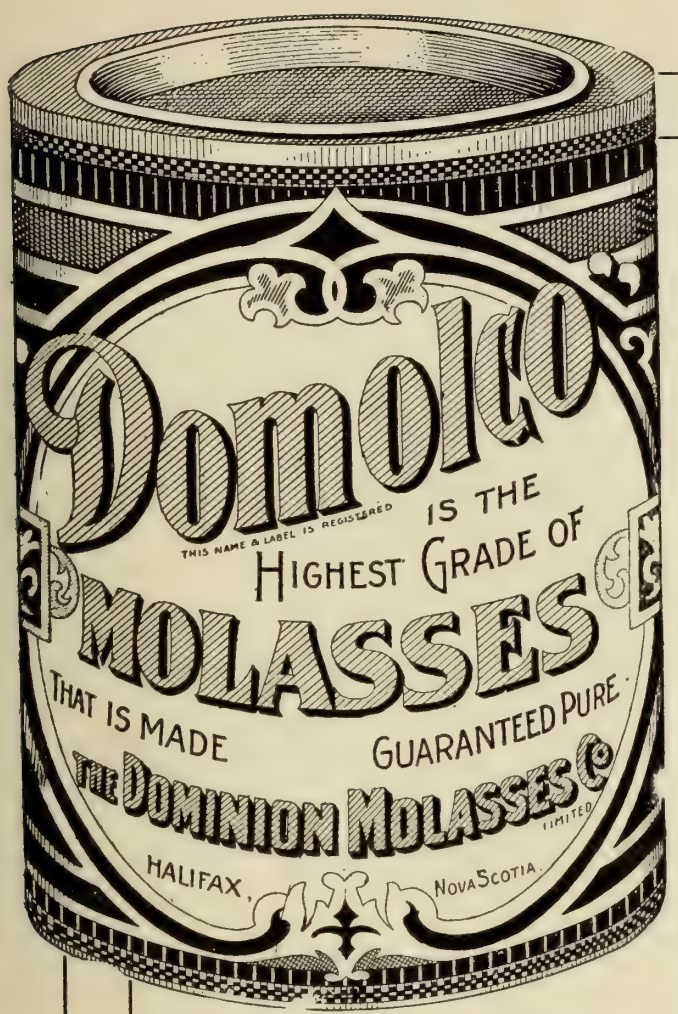
This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver



Every package of molasses bearing this registered label must contain

The Best

Domolco Molasses

is superior for table use to any molasses in the Dominion

GUARANTEED PURE

Domolco is the registered name of a pure refined product of British West India Sugar Cane—the delicious refined molasses that is far superior to Glucose Syrups for table use and has no equal for all kinds of cooking purposes.

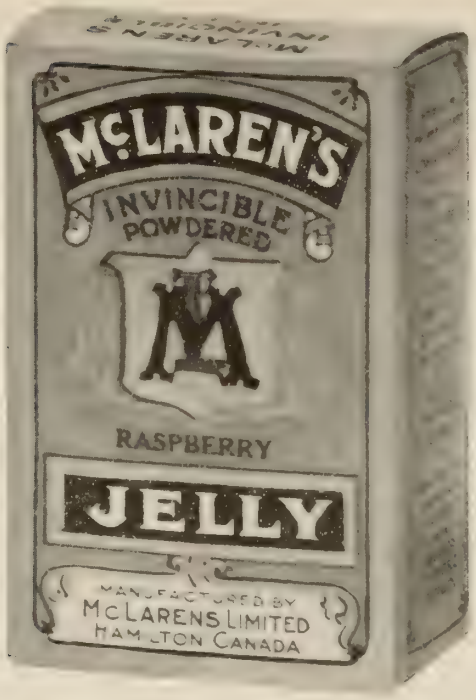
This molasses is put up in sanitary Lever Top Tins attractively labelled—all sizes.

Your wholesaler can supply you.

The Dominion Molasses Co., Ltd.

HALIFAX, N.S.

Distributors for Manitoba and Saskatchewan: Messrs. The W. H. Escott Co., Ltd., Winnipeg



McLaren's Invincible Jelly Powders are manufactured and packed by the latest machinery in the most up-to-date pure food factory in Canada. They are never touched by human hands during any portion of the process, and are made of the finest quality materials.

INVINCIBLE IS THE BEST

In the first place, none but the best quality of odorless, tasteless, clear gelatine is used in these powders; the best quality pure cane sugar and the juices pressed from the various fruits. Order your stock now and prepare for the Summer demand.

McLarens Limited

Manufacturers

HAMILTON CANADA

FEATURING—NEW LAW AGAINST FAKE ADVERTISING.

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, MAY 22, 1914. No. 21

Standardized by its excellence

BENSON'S
Prepared Corn

has for more than fifty years been the recognized standard Corn Starch, placed in this position by its own excellence of quality.

It is even to-day fast gaining in popularity with the masses because of its assistance in reducing the cost of living. Boost Benson's Prepared Corn for more profitable business.

The Canada Starch Co.
Limited

Manufacturers of the Edwardsburg Brand

CARDINAL, BRANTFORD and FORT WILLIAM, Ont.

COWAN'S CAKE ICINGS

Prepared ready for use. Save the housewife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

THE COWAN CO., Limited - - Toronto, Ontario

There is no better factory in the world adapted solely to the production of Macaroni and similar pastes than that of Felix Codou in Marseilles, France. Every modern appliance is there—it is scrupulously clean—the original has been enlarged several times to meet the steadily increasing demand from particular people.

CODOU'S

Vermicelli, Spaghetti, Fancy Letters and Figures, as well as Macaroni, are the specialties produced—each one has a national reputation for high quality.

Taganrok Russian Wheat is used exclusively—the wheat that yields the BEST results—the wheat that is peculiarly adapted to the desired purpose. "Codou's"—that is the name to think of when sending in your order.

Arthur P. Tippet & Company

Montreal, AGENTS **Que.**

Millions Are Being Told About Sunkist Oranges

We are advertising the benefits of eating Sunkist Oranges in 100 of Canada's leading newspapers.

That is why so many new people daily are wanting Sunkist Oranges and Lemons.

That is why the Sunkist Brand is easiest to sell and why you should be well stocked.

Now Most Delicious

This fruit is now at the apex of its lusciousness—heavy with juice, highly flavored, tender-meated.

Let your customers know you have "Sunkist." That is all you need do, for they know of its goodness.

Make good displays of "Sunkist" where passersby can see it. Identify your store in this manner with our advertising campaign, the greatest advertising campaign ever maintained to sell fruit.

Silverware for Wrappers

Our ads. are offering to consumers Wm. Rogers & Sons' Guaranteed Silverware as premiums in exchange for wrappers. This is helping immensely in creating the vast demand for "Sunkist." Take advantage of this and *keep the wrappers on* as many oranges as possible.

It brings you *more* trade and *repeat* trade.

Sell Sunkist Lemons Also.

Get in touch with your jobber. Keep well supplied with "Sunkist." See what it adds to your profits.

California Fruit Growers Exchange

105 King St. East, Cor. Church **TORONTO, ONT.**

—sound buying

The more the gambling feature is eliminated from business dealings of all kinds, the better it is for all concerned.

There is no reason why the same common-sense basis should not be placed on the purchasing of fruit products.

E. D. S. BRAND JAMS, JELLIES, PRESERVES, MARMALADES, FRUIT JUICES, CATSUPS, ETC., have for years held the pinnacle position for *absolute purity* (proven by Government analysis).

We don't ask the dealer to gamble with us on the quality—he gets that if he buys and sells E.D.S. fruit products—he gets what he pays for, and so do his patrons, namely, fresh fruit carefully prepared. No adulteration of any kind. Buy soundly, insisting on E.D.S. lines. The profit for you is good.

Made only by

E. D. SMITH & SON
LIMITED
WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

BORDEN MILK Co., LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE
BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

Summer's Heat not injurious

This is just one of the many advantages of condensed milk—Customers can buy several tins and keep it on hand for any occasion.

Eagle Brand Condensed Milk (the original) is the standard of its kind, an ideal infant food, also meets all requirements for general use.

Borden's Reindeer Brand Coffee is a combination of pure, full, cream milk, sugar and best mocha coffee. Very delicious — ideal for afternoon luncheons, etc. Just hot water need be added to make a delightful drink.

Keep these leaders to the front—they are trade-winners.

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

The Japan Tea Market

is now open and we shall get cable advices daily of its condition as the season progresses. Our agents at different points will be thoroughly posted.

FURUYA & NISHIMURA

MONTREAL

Surplus Onion Setts for Planting

We offer surplus of our extra fine stock as below, subject to previous sale. Wire your orders at once.

ONION SETTS.

Dutch Setts, Yellow	$12.00
Dutch Setts, White	13.00
Dutch Setts, Red	12.00
White Multipliers (extra fine)	18.00
Shallots or Multipliers	8.00
Garlic Setts	15.00

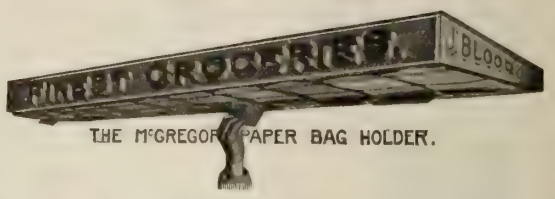
Spread your Onion Setts out thinly in a cool, dry place promptly on arrival, and prevent heating and growth.

Write us for anything you need in Seeds.

Toronto Phone Main 1510.

WM. RENNIE CO., LIMITED, TORONTO

A store convenience — costs little — gives big service

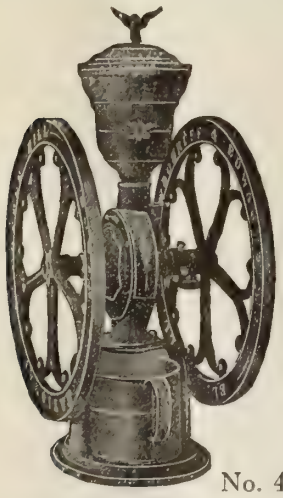


Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto



The Elgin *steel-cutting* COFFEE MILL

No. 40

We guarantee the Elgin National Coffee Mill to grind faster than any other mill of a corresponding size. It is fitted with the new style force-feed steel-cutting grinders and a special adjuster. This equipment allows the perfect and instantaneous regulation of the mill and cuts the coffee beans instead of pulverizing them. Our catalog will give you full particulars and show you the various styles we make.

One of our jobbers is right in your territory.

HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.
MONTREAL—The Canadian Fairbanks Co. (and branches); Minto Bros.
QUEBEC—Minto Bros.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); The Codville Co. (and branches).
REGINA, SASK.—Campbell, Wilson & Strathdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, ALTA.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
FERNIE, B.C.—The Western Canada Wholesale Company, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.; Empress Manufacturing Co.

MADE BY **Woodruff & Edwards Co.**

ELGIN, ILL., U.S.A.

CIRCULAR STYLE

DRY DUSTING MOP

You can retail this style mop at 75c.

YOUR PROFIT IS 50%

On the Tarbox "no oil" Mop. It is chemically treated. It collects dust and holds it.

The Tarbox is a better mop at a lower price—a popular price which is 25 per cent. less than imported mops. It is easier to sell and yields you a larger profit. Sell the

TARBOX

DRY **NO OIL** DUSTLESS

Mops and Dusters

They satisfy every user. Every user will help you to sell more. That's a fact.

Stock the Tarbox Mops TO-DAY. Get the larger profit and sell for the lowest price.

Supplied through Jobbers

Write NOW for our proposition.

TARBOX BROS.

274 Dundas Street : TORONTO

Giving Weight

Did you ever look at it this way? There are 16 ounces in the pound. If you give more, you rob yourself; if you give less, you rob the customer. Putting it that way, it gives some idea of the importance of giving exact weight.

Every time you give overweight you give the customer the profit on the sale—Every time you give underweight you create a suspicious customer.

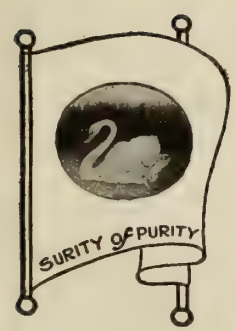
It pays to be accurate. An ounce here and an ounce there are such trifles that they don't seem to matter, but it is just these odd ounces that make the difference between success and failure.

In the manufacturing of White Swan products, we've **got to be absolutely accurate.** That's one of the reasons why we guarantee that absolute "Surity of Purity" in all White Swan Spices and Cereals.

When you buy White Swan pepper or mustard or ginger or baking powder or yeast cakes or coffee or anything we sell, you always get accurate weight.

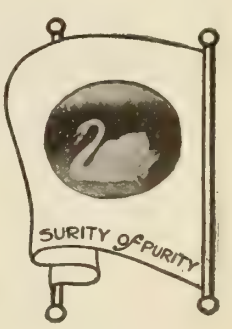
You pay for every ounce you get and it is vitally important that you **sell** every ounce you get. Give accurate weight, and get paid for all you pay for.

There's a White Swan Catalog waiting for your request.



WHITE SWAN
SPICES AND CEREALS, LIMITED
TORONTO, ONT.

Look for White Swan Logic next week.



This week—

we begin our big advertising campaign in Ontario and Quebec, a campaign which is going to send the sales of Paris Pate up with a bound.
Everything points to success, and dealers everywhere are busy stocking up.
Have you laid in **your** stock yet? If not, now is the time. Be prepared for the very **first** enquiry.

PARIS PATÉ
PARIS MEAT PATTY

Sells at 10c a tin

is a delicious cooked-meat paste, prepared by French chefs after a famous prize recipe. It consists of choice, nutritious meats and spices put up in hermetically sealed tins, ready to eat—always handy—suitable for all indoor and outdoor meals. There's **money** in Paris Pate for **you**!

Get in touch with any of the following agents:

Quebec—A. Francois Turcotte.
Toronto—Maclure & Langley, Ltd.
Ottawa—Provost & Allard.
Kingston—Fenwick, Hendry & Co.
Halifax—J. W. Gorham & Co.
Winnipeg—Tees & Persse, Ltd.

Prepared by SOCIÉTÉ S.P.A., 51 Reading St., Montreal, Also at Paris, Dijon and Nolay, France

I GUESS I'D BETTER WAKE UP AND GET A BOWSER OUTFIT!
FINE GROCER
THIS GROCER KNOWS HIS BUSINESS. HE SELLS ME GASOLENE WHILE MY WIFE BUYS GROCERIES!
HIS COMPETITOR

The Bowser Outfit makes *two sales* grow where *one* grew before. The motorist brings his wife to buy groceries and naturally buys his gasolene at the same time, next day he comes to buy gasolene and sees some groceries that please him and buys *them*. Grocers who have no Bowser Outfit, lose both these sales and all the

BOWSER
ESTABLISHED 1885

profitable trade in high-grade goods that follows. The man who rolls along the street in a car that cost as much as a house and lot *has money*, he's a good customer and you want his trade. You want to *sell him his gasolene* because he has to buy that almost *every* day. We do more than supply you the Bowser Outfit that handles the gasolene—we have taught motorists to look for the Bowser Outfit and buy their gasolene where they find it. Write us for suggestions that will increase your sales. Ask for free booklet. No obligation incurred.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue, - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.
Established 1885.

What is Succotash?

Do you know what succotash is? Do you know that there is a large sale for succotash? How much of this trade are you getting? Succotash is a combination of fresh green corn and lima beans. It is an agreeable variation in a vegetable diet.

"LOG CABIN" Brand Succotash can be supplied by your Wholesaler. Try a few cases with your next order.

Quality guaranteed by the

Dominion Canners Limited

Hamilton, Can.

Our Seal TUCKETT'S SMOKING Tobacco

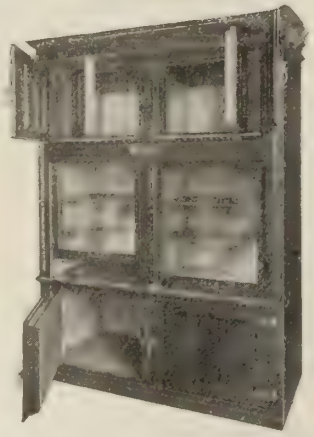
Six years packed into one little Package *of* "Our Seal"

Six years with their days, weeks and months of trying experiments with various leaves—six years with their search for grades of tobacco that would blend together in one harmonious, fragrant, soothing smoke. And here they are in "Our Seal"—a delightful, satisfying blend that pleases the most discriminating tobacco user — a blend of real tobacco goodness.

Your department should give it prominence. Get "Our Seal" from your wholesaler.

Tuckett, Limited, Hamilton, Ontario

The dry cold air of the ARCTIC prevents the tainting of butter.



This refrigerator, No. 157, is subdivided throughout, thus preventing butter, lard, etc., from coming into contact with various odors. The Arctic system gives the maximum of dry, cold circulating air for the ice used. It is handsomely fitted with heavy brass hardware and overlapping doors.

Catalog sent on request.

John Hillock & Co., Limited
TORONTO

Agents:—Quebec and Maritime Provinces: Wolf, Sayer & Heller, Montreal. Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask.

We put quality in the soap, not in premiums.

Wonderful Soap
Crystal Soap Chips

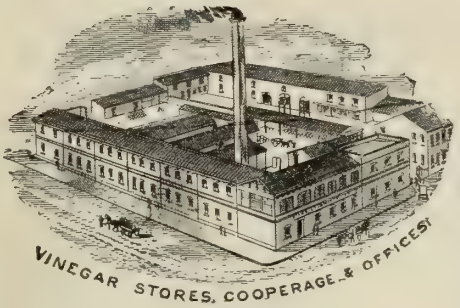
These are steady-selling, customer-creating, trade-building lines that every dealer should handle. In efficiency, strength and purity, they are unsurpassed.

Wonderful Soap and Soap Chips are thorough, rapid and easy in their operation. The quality is in the Soap.

We pay freight on five-case lots.

Let us send you quotations.

The Guelph Soap Company
GUELPH, ONTARIO



Mr. W. E. Wigmore
(Special Representative now visiting Canada.)

PURE MALT VINEGAR

Fardons' Vinegar doesn't just "happen" to be better than other Vinegars—it is made better—infinite pains are taken in every detail of its production. In the selection of the grain, in the cleanliness and efficiency of the machinery, in the many stages of brewing, in every process right up to the final "racking" into casks, the greatest care is exercised—it is an article of proven quality that will secure and hold trade in face of the keenest competition.

Fardons' Vinegar is the vinegar which is brewed from Malt and Barley—and nothing else. Write now for samples and prices for Summer delivery to

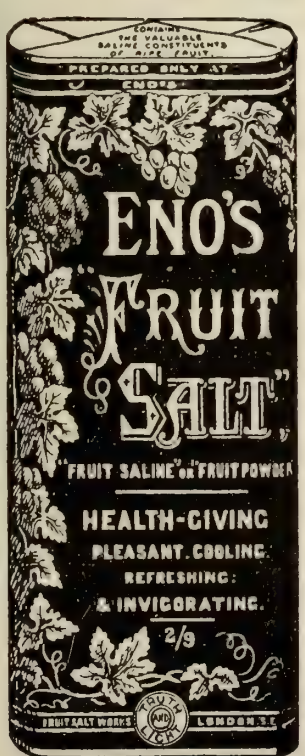
FARDONS' VINEGAR CO., LIMITED

BIRMINGHAM, ENGLAND

Agents: F. L. Benedict & Co., Read Bldg., Montreal. Maclure & Langley, Ltd., 12 Front St. E., Toronto. Nicholson & Bain, Winnipeg.

Every Household and Travelling Trunk ought to contain a bottle of

ENO'S "FRUIT SALT"



A gentle, natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for more than forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

The Very Latest **and** Best

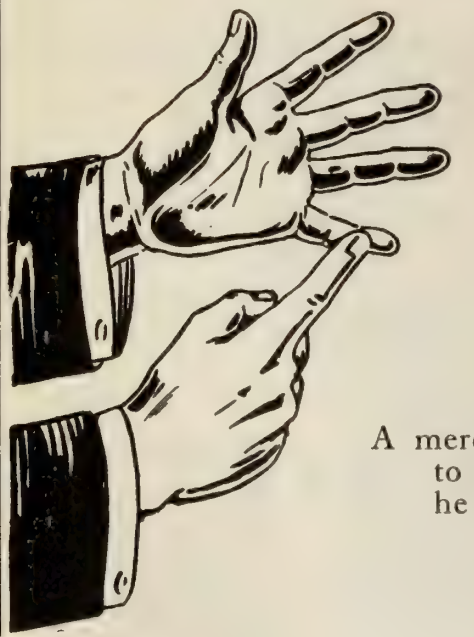
No Indexing

No Confusion

NOTE—Our Reinforced Flat Spring

The Alphabetical Arrangement with Sloping Front — All Accounts Seen at a Glance

No Chance of Filing Checks in Wrong Account or of Carrying Forward Wrong Balances



PLEASE REMEMBER

THAT—Every time a purchase is made the account is rendered to date.

It collects your accounts without rendering statements.

It shows how much each customer owes and how much they all owe all together.

It shows how much you owe—what your stock amounts to—your expenses and your profits —DAILY.

A merchant that carries out our system and fails, would have to do so deliberately—BECAUSE he can know just how he stands every day.

Write for full information and booklet without obligating yourself

Commercial Account Registers, Limited

178-180 Victoria Street

Toronto, Canada

ONE OF THE BEST SELLERS

among

CLARK'S

high-class and popular food delicacies is the

SIZE 2, TALL CAN

PORK and BEANS

with

Plain Sauce Chili Sauce Tomato Sauce

This size package has only recently been placed on the market and the prompt and heavy demand is proof of its popularity.

It is designed to meet the needs of those who do not want the larger can and those to whom the smaller price is an important object.

The QUALITY is the "CLARK" QUALITY

The difference is only in size.

Price to you is good and margin right

W. CLARK, Limited, Montreal

Right Now

YOUR sales of canned goods should be increasing. The prices are the lowest they have been for years. Let us replenish your stock with **TARTAN BRAND**—the brand that has stood the test of years—it cannot be beat for quality and purity.

Introduce the **TARTAN BRAND** to your customers—they will appreciate your regard for their interests.

The majority of "quality" grocers from Hamilton to Vancouver handle the TARTAN BRAND. Are you one of them? It will pay you to get into line.

Book 1914 Canned Goods with us. We will protect you fully.

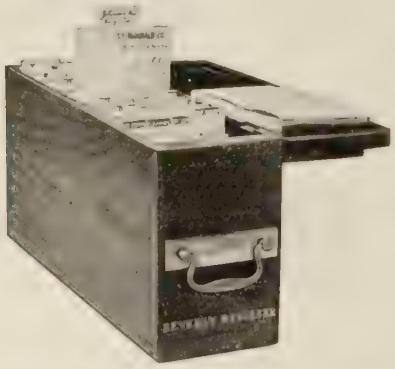
Tartan BRAND

THE SIGN OF PURITY

Groceries, Spices, Canned Goods, etc., etc., etc.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON, ONT.**

The little Register with a big capacity



The new **Beverly Register**, only 16 x 9 in. x 7½ in. high, will handle 200 regular credit accounts, also 100 or more petty accounts. It is the most simple and compact on the market.

The **Beverly** will do anything that any account register will do, in less time, occupy less space and with less chance for error. With it you can look up any account in a moment. Pleases customers, keeps payments regular and keeps you in close touch with "slow pays."

We make registers to meet all requirements—Get in touch with us.

The Beverly Register Company

PICTON, ONTARIO

The Profit is Good
The Demand is Good

and your **policy** will also **be good** if you push **Rock City Brands of Tobacco.** There is no question about their popularity. They are enjoyed and give unequalled satisfaction to all tobacco users.

You should get in on this. Write for terms and particulars **to-day.**

The Rock City Tobacco Co.

Winnipeg and Quebec

ZIP

Hand Cleaner—The Reliable

As name indicates, it works quickly. **Zip**, and it's off. No dirt can remain after a rub of **Zip**, and no dissatisfaction can arise after a sale of **Zip**, in the 'generous' can.

The Zip Mfg. Company, - Sutton, P. Q.

AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

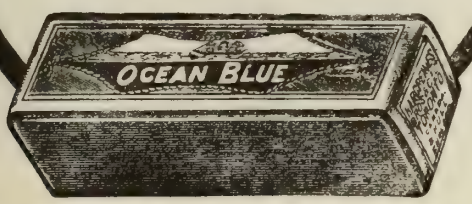
The most attractive Laundry Blue is OCEAN BLUE, sold in squares and bags, in handy 5 cent packets and cartons. Ladies are pleased to find it dissolves readily, is highly concentrated, economical in use and does more and better work than any other blue. The profit to the dealer is also attractive because reasonable and regular. Let us prove this by sending you samples and prices of

OCEAN

The Better Laundry

B L U E

HARGREAVES (CANADA,) LIMITED,
33. FRONT STREET, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings, Vancouver, B C



Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only moderate quantity of quality goods, there is no wiser selection for you than

CARR'S BISCUITS

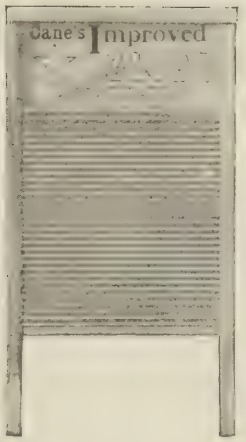
With such stock on hand you invite a trade that will advertise you and make you successful.

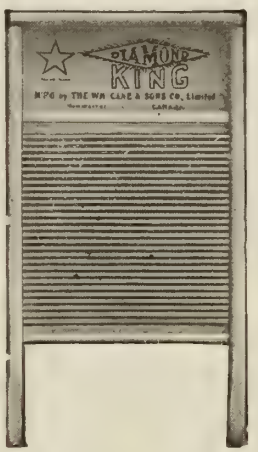
Carr's Biscuits are packed for export in air-tight tins.

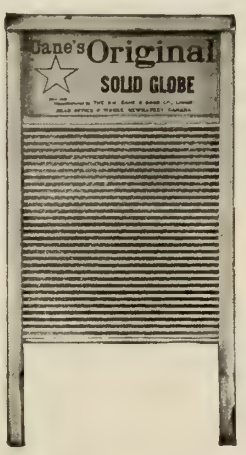
Write for Prices.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.







There's good profit in selling CANE'S Woodenware Specialties

and they sell quickly. Cane's woodenware is dependable—it has been on the market for years and is well and favorably known.

Great care is taken in the selection of materials, and in the manufacturing.

Every article has to be up to the mark before it leaves the factory.

The illustrations show a few of our lines, there are many more. Write us for handy reference catalog.

Your jobber can supply you.

The Wm. Cane & Sons Co., Ltd.

Newmarket, Ont.

Make yours a neat, attractive, trade-pulling store with "Walker Bin" Fixtures

Get the most out of your store space. Don't make customers wade through an unsightly mass of boxes, baskets, etc., piled round on the floor. Make shopping a pleasure for your patrons—display your goods scientifically, get the most out of your display space. A "Walker Bin" System will save 25% of your floor space, improve your service 100%, and make selling a real pleasure. It pays for itself in a short time.
We manufacture the best in show cases and refrigerator counters. Write for illustrated catalog and estimates.

Walker Bin & Store Fixture Co.
LIMITED
Berlin, Ont.

REPRESENTATIVES:
Manitoba: Watson & Truesdale, Winnipeg. Sask. and Alta.: North West Specialty, Saskatoon, Sask. Vancouver: Western Plate Glass Co., 318 Water St. Montreal: W. B. Silcock, 33 St. Nicholas St. Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

WALKER PATENTED BINS

Store of J. E. B. Wilkinson, Saskatoon, Sask.

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST

is so well known, due to our extensive and persistent advertising, that any grocer can sell it, and it's so well liked on account of its cleansing power—so sure to give satisfaction, that it pays to sell it as often as possible.

It will pay you to push GOLD DUST, because you can sell more of it, and sell it with less effort, than any other washing powder, and because it will please your customers, which means holding them.

"Let the Gold Dust Twins Do Your Work."

The N. K. Fairbank Co., Limited
MONTREAL

St. Lawrence

Granulated
100 PER CENT. PURE CANE SUGAR

Put up in convenient sized white cotton bags:—
10 lb. Cotton Bags, 10-10s to the gunny.
20 lb. Cotton Bags, 5-20s " " "
25 lb. Cotton Bags, 4-25s " " "

Also our DOLLAR COTTON BAGS.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax, - N.S.

The "Sterling" Mark——

increases the value of your displays

Every display you make has a real selling value. On the quality of your displays depends largely the extent of your sales. Use Sterling goods in your window and counter exhibits and you will find the result very satisfactory, even to a surprising degree.

Place value on your displays and increase their value by using the "Sterling" lines. They are attractively put up and appeal to the eye. Moreover, they appeal to the taste when once used. Every bottle you sell of **Sterling** Pickles, Relishes, Catsup, Chow-Chow, Sauces, etc., will prove an advertisement for your store.

Made in Canada's largest pickle factory—sold by wholesalers everywhere.

10 oz. Sweet Mixed

The T. A. LYTLE CO., Limited
STERLING ROAD, TORONTO

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

MORROW & COMPANY
CEREALS
TORONTO, - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

The
CONDENSED AD.
PAGE
WILL INTEREST YOU

AGENCIES SOLICITED
Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.
M. D. BEARD
50 Front St. East TORONTO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

ONTARIO (Continued)

COLLECTIONS!
Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.
COMMERCIAL COLLECTION CO.
77 Victoria St., Toronto, Ont.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers
WINNIPEG, TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

WESTERN PROVINCES—Continued.

COCKBURN-NOLAN CO., LIMITED
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited
Canned Foods, Limited
312-314 Ross Avenue Winnipeg

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . Vancouver, B. C

O'LOANE, KIELY & CO., LTD.
Wholesale Grocery Brokers and Commission Merchants. Canned Goods, Dried Fruits, Cereals and Grocers' Sundries. Buyers' and Sellers' Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun.
VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
CLAUDE BEAUCHAMP
223 Commissioners St., Montreal

ENJOYED BY ALL

WHO USE IT

MAPLEINE

has become an everyday flavor with many housewives and chefs.

ORDER FROM

FREDERICK E. ROBSON & CO.
25 Front St. East
Toronto, Ont., Canada

OR

MASON & HICKEY
287 Stanley St.,
Winnipeg, Man., Canada

CRESCENT MFG. CO., Seattle, Wn.

OAKEY'S

The original and only Genuine Preparation for cleaning cutlery.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

BRAND

STUHR.

STUHR'S

CAVIARE

FILLETED ANCHOVIES

(In Brine).

ANCHOVY PASTE

(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE, $2.00.

ALL ORDERS PAYABLE IN ADVANCE

MacLean Publishing Co.
145-149 University Ave., Toronto

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

The fruit jar that is winning its way to success through sheer merit—The "QUEEN"

No housewife will ever think of taking a chance on ordinary jars once she has used the famous wide-mouth, adjustable-top Queen Square Jar.

It gives a perfectly sure seal, easy to open and close.

Jimmy Jar Opener and 1st Prize Preserving and Canning Recipes of all fruits and vegetables with every dozen of Queen Square Jars.

Handsome eight-color window display free with every five-gross order of Queen Square Jars.

Be sure to buy Fitz-em-all Rubber Ring.

MANUFACTURED BY

Smalley, Kivlan & Onthank
BOSTON, U.S.A.
Sold by Your Wholesaler

A 5c. line that is equal to any 10c.

You can do a big Jelly Powder business if you feature the high quality **Bee Brand Jelly Powders.** One 5c package makes a whole pint of delicious, sparkling jelly. A most excellent seller wherever introduced. Extensive consumer advertising is creating demand. You should send in a trial order to-day.

Write us direct if your wholesaler cannot supply you. Responsible agents will hear of a good proposition.

FORBES & NADEAU, Montreal, Que.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

A Health Food of Scientific Value

You

will be interested, in these days of food-fads, when many patent foods of very doubtful value are being foisted upon the public, to learn that we are now placing upon the market

Telfer's Digestive Biscuit

THIS is a Health Food of true scientific value. The Biscuit is made of whole-wheat, slightly sweetened, and free from adulteration of any and every kind. We take pleasure in bringing it to the attention of the public, particularly for use in disorders of the digestive system.

Write for samples and prices

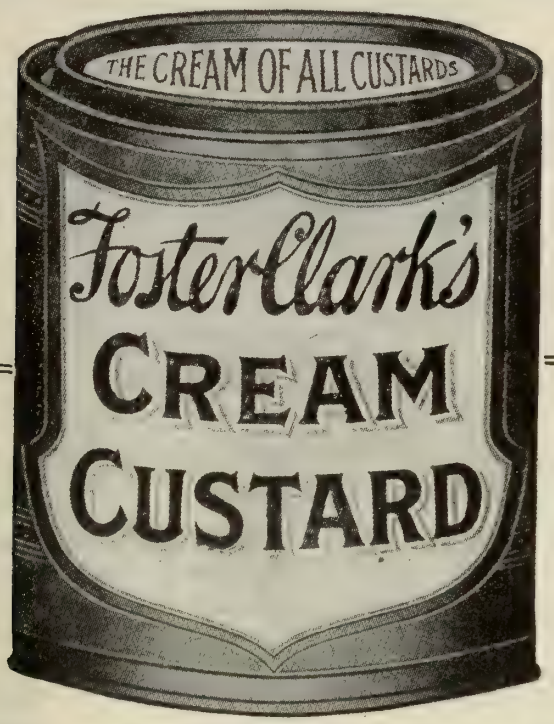
TELFER BROS. LIMITED

THE DAYLIGHT FACTORY

STERLING ROAD **TORONTO**

Are you carrying a full range of "Telfer's" High-Grade Biscuits?

THE WORLD'S FINEST



THE HARRY HORNE CO.

Manufacturers' Agents, Importers and Grocery Brokers.
Office and Warehouse: 309 and 311 King St. W.
TORONTO, CAN.

Bertrand's Macaroni

Ever since 1825 has been regarded in every civilized country where macaroni is consumed as

The Only Reliable

Its uniformity is one of its chief features and this, backed up by a **square policy,** makes the **handling** of it a pleasure, for the **demand is always steady.**

HENRI JONAS & COMPANY
MONTREAL

Sole Agents for Canada and U.S.A.

For recognized quality
without the fancy price

Cook's Friend

the Baking Powder that has been the leader for over 50 years.

W. D. McLaren, Limited
MONTREAL

COOK'S FRIEND
THE COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

The Weltruf
Fly Catcher

$1.25 per carton of 100's

Ask Your Wholesaler.

If he cannot supply you, write direct to

EDGAR MEYER
Associated with
Hupfeld, Ludecking & Co., Montreal

VIG-NOL
The Lightning Cleanser

Offers unique selling opportunities. It is put up in attractive display stands, each package containing a number of compressed tablets.

Not a Soap Powder

The steam concussion arising from the action of the harmless chemicals on the water drives out every particle of dirt.

No Washboard Needed.

H. NAGLE & CO. P.O. Box 2024 **Montreal**

Furnivall's FINE FRUIT PURE JAM

the delicious combination of pure fresh fruits and pure cane sugar—prepared and processed with the same care the best housewives preserve. These Jams bring repeat sales.

Introduce 5 lb. pails and glass jars--Your Wholesaler has them.

Order your stock now.

FURNIVALL - NEW LIMITED

HAMILTON, ONT.

AGENTS

AGENTS: Montreal, J. C. Chivers; Ottawa, E. Archdeacon; Toronto, Dunn-Hortop, Limited; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Manitoba, Saskatchewan, Alberta, W. H. Escott Co., Ltd. Offices, Regina, Calgary, Edmonton. Halifax, B. C. Woodworth, 533 Robie Street; St. John, N.B., W. W. Chase, 79 Paradise Road.

Richards QUICK NAPTHA THE WOMAN'S SOAP

LOOK!

Inseparable from quick sales and more than a quarter of it profit.

A case each of Richards Pure and Richards Quick-Naptha will keep you in good standing with the "Richards" users.

Your Wholesaler can supply you at once

The Richards Pure Soap Co.

Limited

Woodstock **Ontario**

That Delicious Sap

FROM THE

MAPLE TREE

is what you get all the time and what your customers appreciate when you handle

Pride of Canada

Maple Syrup Maple Sugar

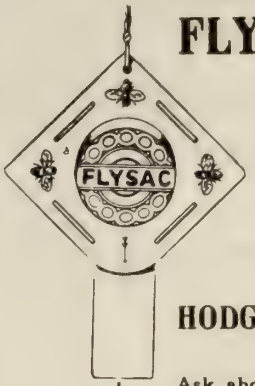
It has never departed from Government Standard, never will, and our **Honesty** is **Your** safeguard.

The Maple Tree Producers' Assoc.,Ltd.

58 Wellington St., Montreal

AGENTS:

Oppenheimer Bros., Vancouver
W. L. McKenzie, Limited, Winnipeg
S. H. P. Mackenzie, Toronto



FLYSAC FLYCATCHER

BRITISH MADE

Every fly alighting on the Flysac stay there, there is nothing temporary about the visit.

Strong Glue—No Drip

70c per box of 50 pieces. More attractive price for quantity orders.

HODGSON SUMNER CO., LIMITED

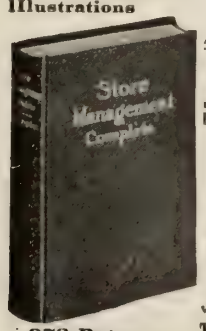
MONTREAL

Ask about Tenasitine, the adhesive that has no equal.

Agents for Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

The favor extended to

Welch's

The National Drink

throughout the Dominion has made necessary the Welch plant now in progress of construction at St. Catharines, Ontario.

Our 1915 Canadian output will be pressed this Fall at St. Catharines from finest Ontario grapes.

The Welch Grape Juice Company
WESTFIELD, N.Y.

ROYAL SHIELD BRAND OF GOODS

The brand that is a guarantee of quality

Our Service to the retail grocery trade of the West

Six large, centrally located warehouses with a complete line of groceries established at each of these points—Winnipeg, Calgary, Edmonton, Regina, Saskatoon and Lethbridge, and a full staff of representatives who cover the entire Western territory well and often, insure the trade an unparalleled service. Besides this our buying facilities are the best, and having our own factory we produce and pack all Royal Shield Brand Specialties—Tea, Coffee, Jelly Powder, Baking Powder, Extracts, Spices, etc., this enabling us to sell at prices and give a quality not equalled anywhere.

Write to our nearest office.

Campbell Bros. & Wilson, Ltd.
WINNIPEG. (Established 1882)

Campbell, Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON, LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd.
REGINA

Wholesale Grocers and Importers

Packers of

Royal Shield Brand of Goods

"No, you come with me, mother, I want to go to Brown's for some "*Kreemy Toffee*"

—Kiddie Kanada

The child's nickel rules the destiny of quite a percentage of your business. It is hard to estimate what influence a child can have on your business—the little fellow often unconsciously wields an authoritative hand that points to or away from your store. He and his nickel is King.

By selling him

SHARP'S

Kreemy Toffee

you are going to attract him and his tiny friends to your store—for every child likes "Kreemy." With them you'll get the mothers' trade and the mothers' approval, for they all know that Sharp's Kreemy Toffee is pure and will not upset the little digestions.

It is made of a large percentage of Swiss-Cow Cream, is wholesome and delicious and keeps well in hot weather—Put up in 5c and 10c bars.

Order a trial shipment from your Agents.

Made in England at "Kreemy" Works, Maidstone, by

Edward Sharp & Co.

AGENTS

THE HARRY HORNE CO. of Toronto—For Ontario.
Howe, McIntyre & Co. of Montreal—For Quebec.
Geo. S. DeForest & Sons of St. John—For New Brunswick.
J. S. CREED of Halifax—For Nova Scotia.
LEADLAY LIMITED of Winnipeg—For Manitoba, Alberta and Saskatchewan.
Hamblin & Brereton of Vancouver—For British Columbia.

Now Is The Time!

Spring vegetables are on the market and the "Salad Season" is well started. With every sale of fresh salad vegetables or fruits you should sell—

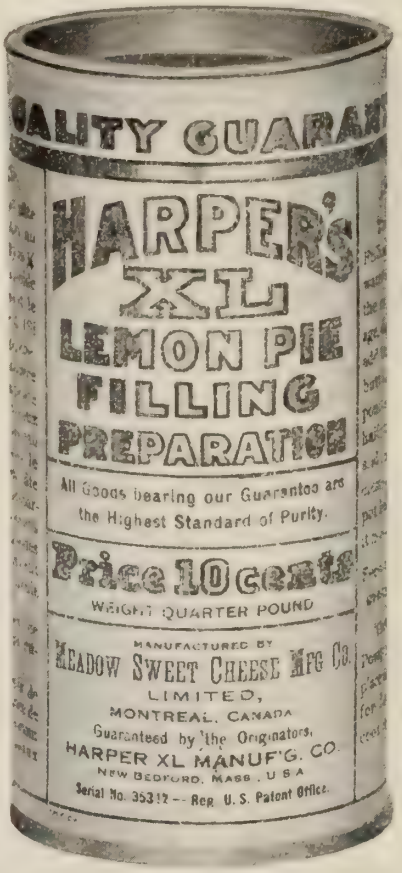
YACHT CLUB SALAD DRESSING

The popular favorite in more than a million Canadian and American homes. Make two profits on the sale instead of one. When you sell Yacht Club Salad Dressing you give greater value to your customers and make friends as well as money. Have a full stock of Yacht Club and make these additional profit-paying sales. Ask us.

W. G. Patrick & Co., Ltd.

Montreal Toronto Winnipeg Vancouver

Tildesley & Co., Chicago, U.S.A.



HARPER'S XL FILLERS

Chocolate Filler
Vanilla Filler
Lemon Pie Filling
Gravy Soup Crystals

These preparations fill a big want in Canadian Homes. They are labor, time and money savers for the good housewife, and make dainty desserts and fillers for pastry.

Summer Drink Beverages

These are something extra special for making summer drinks:

Lemon Sugar Crystals
Orangeade Sugar Crystals
Ginger Sugar Crystals.

We control the manufacture of these lines for Canada, and live agents for the various territories will do well to write for price list, etc.

MEADOW SWEET CHEESE MFG. CO., LTD.

Montreal

RONUK POLISHES

RONUK FLOOR POLISH

RONUK FURNITURE POLISH

RONUK SHOE POLISH

Each Ronuk Polish, whether it be intended for wood, or leather, is a scientifically prepared compound that is of real benefit to the material to which it is to be applied.

Customers who purchase Ronuk from you will be permanent friends to your store, because of its excellence—the satisfaction it will give them.

Ronuk is being extensively advertised throughout Canada.

If you want to "cash in" on the best of all this stock—Ronuk now.

For information, prices, etc., write

RONUK LIMITED

Factory, Portslade, ENGLAND — **91-93 Youville Sq. MONTREAL**

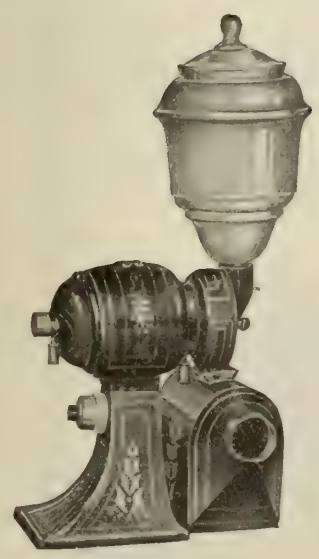
Canadian Head Office

53 Yonge Street, TORONTO

Wholesale Distributors :

Cochrane Hardware, Limited, at Sudbury, Sault Ste. Marie and North Bay, Ont.
The Marks, Clavet, Dobie Co., Limited, Port Arthur, Ont.
Chapples, Limited, Fort William, Ont.
The J. H. Ashdown Co., Limited, Winnipeg, Man.
The Brandon Hardware Co., Limited, Brandon, Man.
Miller Hardware Co., Limited, Portage la Prairie, Man.
Armstrong, Smyth & Dowswell, Limited, Regina, Sask.
The Wildren Moir Sales Co., Edmonton, Alta.
Douglas & Co., Limited, Amherst, N.S.
Sumner Co., Moncton, N.B.
Manchester-Robertson-Allison, Limited, St. John, N.B.
Robertson, Foster & Smyth, Limited, St. John, N.B.
W. H. Thorne & Co., Limited, St. John, N.B.

Electric Cut Your Coffee



With an Electric Cutting Machine designed with Machine Steel Burrs tempered in Oil, which produces evenness in Grind, thus improving the Cup quality of the Coffee. Has also a Fan connected with the Rotating Burr, which keeps the Grind Head clean, so there is no danger in mixing Grades.

There is also a Numbered Setting Device arranged so that you can give your customers their Coffee as they like it. Sold on Monthly Payments and Positively GUARANTEED. Live agents wanted at principal points in Canada.

J. H. Galloway

11 Market Street

HAMILTON, ONT.

Wise grocers stock what the people want

The word Melagama not only **has been,** but **is now** the watchword of quality in Tea and Coffee.

Tea lovers who once taste Melagama are hard to satisfy with any other brand.

Coffee drinkers will tell you they never find the same rich, smooth flavor in any other than Melagama.

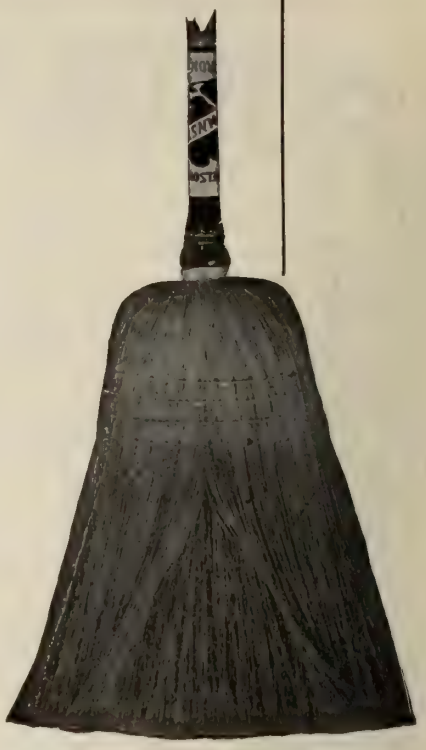
Why not give them what they **want**—Melagama?

If your stock is low,
Order To-day!

MINTO BROS., Limited

45 East Front St., Toronto

Brooms will be used just as much, no matter what the price may jump to. *Broom Corn is scarce*

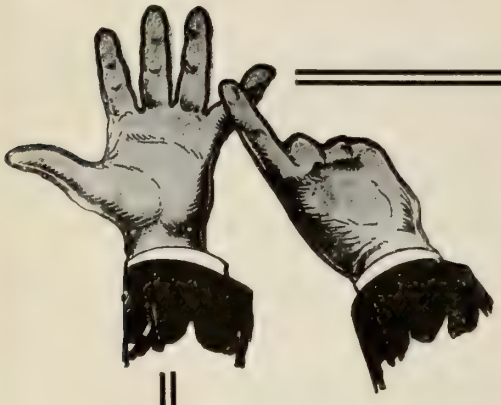


There will be no falling off in the amount of work done with the broom, they must be used, for nothing can take their place, but there will be more quality brooms used in place of the cheaper grades. Brooms are bound to go higher in price than they are now for the Broom Corn crop has been a failure.

Pansy Brooms

are quality-brooms and are having an increasing sale, which will grow as the broom price advances. This is a proven fact, not hearsay; it was proven the last time brooms went up in price from a similar cause. Advise your patrons to stock up with Pansy Brooms now while they are still much below the high-tide mark.

H. W. Nelson & Co., Limited
TORONTO

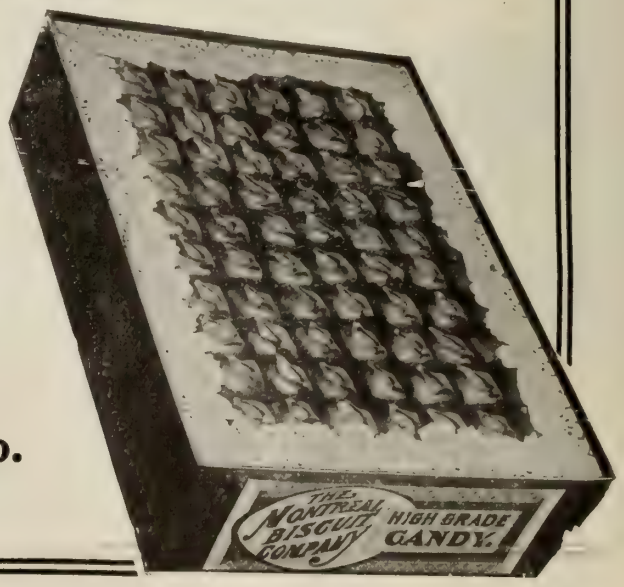


Five Points about
Bordo Chocolate

THE CENTRE IS PECULIAR TO ITSELF. IT IS AN INDIVIDUAL LINE—NO ASSORTMENT. BEING A SINGLE CONFECTION THE UNIQUE FLAVOR LEAVES A LASTING TASTE. ITS RICH APPEARANCE PROVES MAGNETIC. THE CREAMY FILLING AND DELICIOUS COATING INVITE MORE.

A sample will tell you more than words. We want to place one in your hands free, so why not tear out this ad., write your name across it and we will regard it as a request for a sample? It won't take long to reach us nor will reply take long to reach you.

60% Profit



The Montreal Biscuit Co.
"Makers of Sweets That Satisfy"
Montreal

In 1913 the imports into Great Britain of Indian and Ceylon Tea were——

Indian 204,092,676 lbs.
Ceylon 111,316,069 lbs.

The average price of the Indian Tea for the year was over half a cent per pound more than the Ceylon. Good evidence of the standing of Indian Tea in that great tea-consuming country.

A very large amount of money has been spent in advertising Ceylon Tea in Canada—but Indian Tea, through the pure force of intrinsic value—the qualities of richness and strength —has forced itself to the front until there is now more Indian Tea consumed in Canada than of Ceylon.

We naturally take some credit for this, as we were probably the first in this country to appreciate the real value of Indian Tea, and without a doubt it was the use of a large percentage of Indian Tea blended with Ceylon that gave Red Rose Tea the distinctive character which made it a favorite from one end of Canada to the other.

It is safe to predict that other firms who in the past have been strong advocates of Ceylon Tea alone will in the near future follow our lead—and will be using and advertising Indian Tea as well as Ceylon.

Watch the advertising of the next year or two and you will find our prediction will come true—and you will remember it as "a tribute to Red Rose Tea"—Always the leader in real value and quality.

T. H. Estabrooks Co., Limited

St. John, Montreal, Toronto, Winnipeg, Calgary

Brantford Scales are Reliable

CAPACITY 5 LBS.

Made in all sizes from 2 to 40 lbs.

Agate bearings throughout.

Fully guaranteed.

Sold on easy monthly payments.

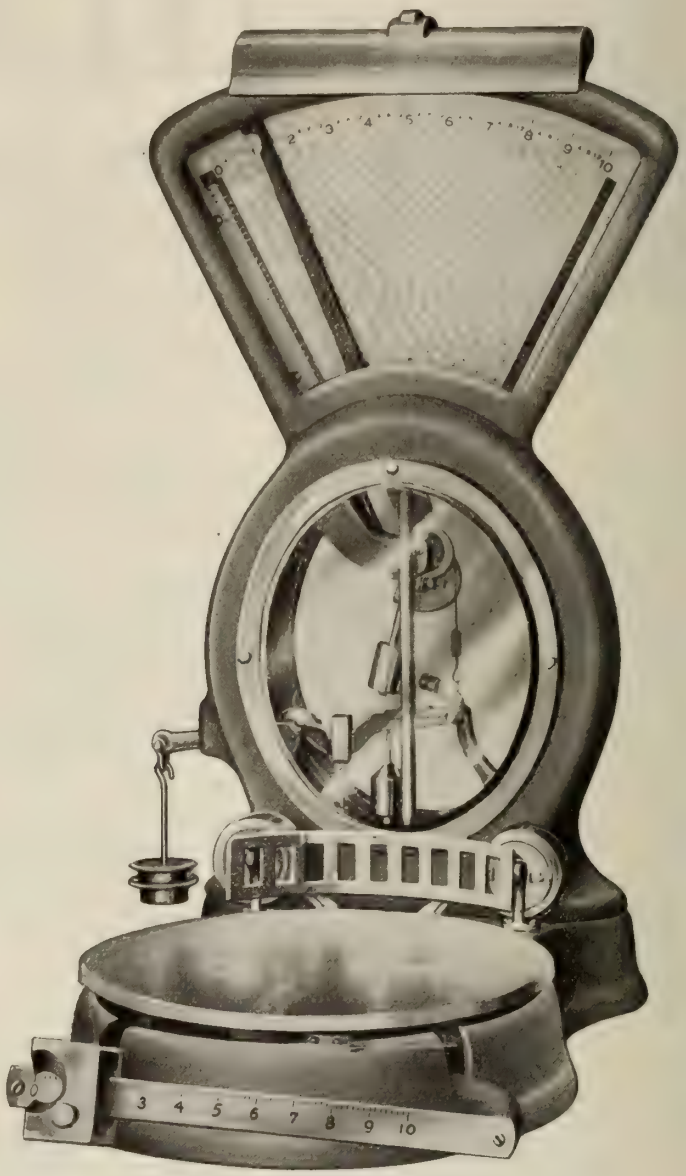
Write us for catalogue and prices.

Some good territory open for experienced salesmen.

Buy a Brantford Scale because it is the best.

Don't take our word for it—ask any of the many users.

We are willing to abide by their decision.



CAPACITY 40 LBS.

The Brantford Computing Scale Co., Limited

Brantford -:- Ontario

FOUR HUNDRED THOUSAND MORE

people are using "SALADA" TEA to-day than were using it twelve months ago. Just think of it — 400,000 — almost equal to the entire population—man, woman, and child—of the City of Toronto!

This modest estimate is based on the actual figures of the extraordinary increase in sales over the corresponding period of last year.

Some of these 400,000 are YOUR customers. You owe it to yourself to see that you can meet this ever-increasing demand.

"SALADA"

FOR QUALITY AND FLAVOR

LONDON, ENG. 41 Eastcheap | BUFFALO 78 W. Genesee St. | NEW YORK 100 Hudson St. | TORONTO 32 Yonge St. | MONTREAL St. Paul St. | BOSTON 34-35 S. Market St. | CHICAGO 361 N. River St. | DETROIT Shelby Block

Branches also in Pittsburg and Philadelphia

"DISTIL" COFFEE-ESSENCE

We have just received our Spring Importation of the World's Select Coffee-Essence "Distil." Every bottle is prime full of that true, Rich Mocha Flavor, and the purity added thereto, makes "Distil" the King of all "Coffee-Essence."

10c Size, 6 Doz. in Case $5.70
15c Size, 4 Doz. in Case $5.60

Canadian Agents:
THE HARRY HORNE COMPANY, TORONTO
Made in England by
THE DISTIL MFG. CO., Ltd. London, Eng.

You Must Make Your Decision NOW

to buy an EUREKA REFRIGERATOR, that is, if you intend to profit by last year's unfortunate experience of Summer heat, when dollar after dollar that should have gone to swell your bank account, simply "melted" away.

The most successful Grocers and Butchers in all parts of the Dominion have found them money-savers, and are enthusiastic in recommending them. No Grocer can afford to be without one.

The EUREKA has special valuable features not found in any other, and only learned by long experience. It has been proven time after time that Refrigerators said to be just as good are failures.

Write for Catalogue; it will not obligate you in the least.

EUREKA Refrigerator Co.
Limited
31 Brock Ave., Toronto

KEEN'S OXFORD BLUE

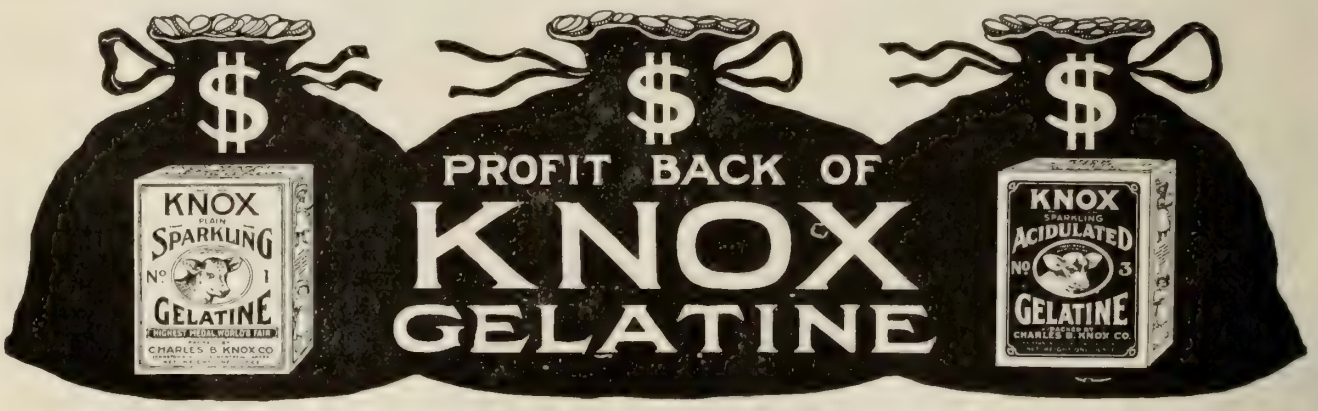
The New Bride will appreciate your thoughtfulness in sending her Keen's Oxford Blue. It is the favorite of the modern housewife who takes a womanly pride in her lily white washing.

FOR SALE BY ALL THE CANADIAN JOBBING TRADE

MAGOR, SON & COMPANY, Limited

403 St. Paul Street, Montreal **30 Church Street, Toronto**

Agents for the Dominion of Canada



KNOX GELATINE sells at 15 cents per package, out of which you make a splendid profit. Our extensive advertising, including recipes for many delicious desserts, keeps the sales coming in at all seasons. Once you start a customer buying KNOX GELATINE she will always buy it, because a package makes two full quarts of jelly—the finest quality and biggest quantity combined.

"Make KNOX your Gelatine leader."

CHARLES B. KNOX CO.

Johnstown, N.Y.

CANADIAN GROCER

VOL. XXVIII MAY 22, 1914 No. 21

Fake Advertising Law Protects Honest Dealer

Criminal Offence to Misrepresent Goods—New Law Can Be Used Against Dishonest Mail Order Houses and Alleged Consumers' Organizations Making Extravagant Claims in Their Advertising —Retail Associations Should Keep Strict Watch.

HONEST retail grocers and grocers' associations will benefit much from the new Fake Advertising bill which has passed the House of Commons and which without doubt will pass the Senate, if it has not already done so when this issue reaches its readers. This act will prevent to a large extent misrepresentations of unscrupulous retailers, consumers' associations, dishonest mail order houses, etc., from preying on the public to the disadvantage of the man who tries to honorably conduct his business. It it does not prevent these misrepresentations it at least makes the perpetrator liable to criminal proceedings, and thus a wonderful deterrent to the man whose moral make-up is so deficient that he would even think of stooping to voluntary dishonest acts.

Work for the Association.

Canadian Grocer has frequently called attention to the merchant who advertises so many pounds of a certain sugar for a dollar when he hasn't a pound of that particular brand in stock. Some mail order houses and newfangled concerns frequently advertise that they can save the consumer 50 per cent. on his grocery bill. This is undoubtedly false and is a point that retail associations should take up assiduously whenever a case of the kind is brought to their attention.

The retail grocers in a town in Iowa, U.S., had an experience of this sort recently. The matter is explained in a letter written by the secretary of Iowa State Retail Merchants' Association to a United States paper. It is as follows:—

"On March 16, last, Larkin & Company (this is a large U.S. mail order house) came to Dubuque for the first time and put in one of their display parlors, then promptly proceeded to insert their usual and customary advertisement which stated and represented that they could save the consumer 50 per cent. of the retail price on their groceries.

"J. J. Ludescher, president of the Dubuque Retail Grocers' Association, called upon the state secretary, and submitted copy of these ads., and after looking up the law and conferring with the county attorney was advised that it was a clear violation of said laws, if what they stated was not true. We, thereupon prepared a notice addressed to each of the papers.

"Our law exempts newspapers from the operation of the act, where the ad. is taken in good faith. As a result, the notice was intended to charge them with knowledge of the fact that the advertisement was not true, and a similar copy of said notice was served upon the agent of the Larkin Company.

"We then placed a cash order for groceries, inasmuch as they were going to be in Dubuque for ten days, which would give them seven days within which to ship the goods, but they delayed our shipment, although the cash was advanced, and it did not reach us for a period of about five weeks. However, our notice resulted in discontinuing on advertising in the newspapers.

"Our experience may be of help to retailers in states where they have a fradulent advertising law, and in localities where merchants have the matter of Larkin's demonstration and advertising campaigns to contend with."

When Newspaper is Liable.

This appears to open a way to the retail associations of Canada to eliminate a good deal of the fraudulent advertising of institutions that aim to get business away from the grocer by extravagant and dishonest claims. Hon. Mr. Doherty, Minister of Justice, stated in answer to a query when the Canadian bill was before the House, that the newspaper accepting fraudulent advertising would be held liable as well as the advertiser, when it knew that the statements made were untrue. This will give the association a chance to call the attention of a newspaper to a fraudulent advertisement and that newspaper will then have to make investigation or take a chance on breaking the law.

The penalty as pointed out in last week's issue is a fine not exceeding $200 or six months' imprisonment, or to both fine and imprisonment.

During the discussion in the House the question arose as to whether a term such as "best in town" would be allowed. It was agreed that as this was a matter of opinion it would not come within the law. But if a statement were made in an advertisement to the effect for instance, that a certain jam is pure when it can be proven absolutely that it is not, the advertiser would be held liable under the act. A distinction was made between opinion and fact.

Before the bill as printed in the next column passed its third reading, a clause was added making false pictorial representations illegal as well as false statements.

THE LETTER OF THE NEW LAW.

"Every person who knowingly publishes or causes to be published any advertisement for either directly or indirectly promoting the sale or disposal of any real or personal, movable or immovable property or any interest therein, containing any false statement which is of a character likely to or is intended to enhance the price or value of such property or any interest therein or to promote the sale or disposal thereof, shall be liable upon summary conviction to a fine not exceeding two hundred dollars or to six months' imprisonment or to both fine and imprisonment."

Advertising Their Fifty-Eighth Anniversary

Business Now Known as Fraser, Viger & Co., Limited, Was Established Back in 1856—The President Moved Up From the Ranks—Some of the Special Features of This Store.

ON the morning of May 7th Alexander D. Fraser, president of the firm of Fraser, Viger & Co., Ltd., grocers, of Montreal, entered upon his thirtieth year as head of the "Italian Warehouse," as the business is known. Thirty years does not represent the age of the business, however, for it was established 58 years ago, but for a score and a half of years Mr. Fraser has presided over the destinies of the warehouse and they have been years of ever-growing success.

Although the Italian Warehouse of to-day in no manner resembles the establishment in which the business had its birth under the control of the late Alexander McGibbon, it has not changed much in the thirty years during which Mr. Fraser has been its director, except that it has grown and developed. Modern fixtures and equipment have been added from time to time and new departments added. The motto of the firm since its inception has been—"Fair values for fair prices" and it is a mighty good motto for any business to build on.

Supplied Eatables for Late King Edward.

It is interesting to look back over the years and note the changes that have taken place in the business since it was established in 1856 by Mr. McGibbon. At that time, even as now, it was an important factor in the domestic life of Montreal. It was the source of supply of the Imperial military barracks, then on the site of the present C. P. R. freight, just south of Place Viger station, and it had the honor of supplying the table needs of the late King Edward, when he visited Montreal as Prince of Wales in 1860, and again of Prince Arthur of Connaught, now the Governor-General of Canada, when he was stationed here with the Rifle Brigade. Mr. McGibbon carried on the business alone until 1873, when he took Charles J. Baird into partnership and the firm name was then changed to McGibbon & Baird. Seven years later Mr. Baird retired, and Mr. McGibbon was again sole owner.

At that time his chief salesman was Alex. D. Fraser, who had grown up with the business, and who received the reward of faithful service by being taken into partnership in 1883, the firm name then becoming Alexander McGibbon & Co. In 1885 Mr. McGibbon died, and a partnership was formed between Mr. Fraser and Hormisdas Viger, under the firm name of Fraser, Viger & Co., the present title except that it is now a limited stock company with Mr. Fraser as president.

About two years ago, foreseeing the development of the city to the north, a branch establishment was instituted on Laurier avenue, and this business is a very substantial offspring of the parent house down in the financial district.

For many years Fraser, Viger & Co. have specialized on supplies for sportsmen, for fishing, hunting and yachting expeditions, etc., and they have added an international reputation to their local connection. They have also helped to make the maple products of the province better known, and incidentally they have been adding to the profits and their reputation.

Mr. Fraser is a firm believer in advertising and uses regular space in a number of the Montreal dailies. The advertising is always dignified in its appearance and its wording and what is more to the point it tells in an interesting way about the goods offered.

For their delivery service, both motor and horse-drawn vehicles are used. The motors are used for heavy work and suburban delivery and horses for delivery in city.

58 YEARS OF SUCCESS

29 of which under the present management.

The History of the Italian Warehouse

—— Established. 1856. ——

1856 to 1873.. .. ..Alex. McGibbon.
1873 to 1880.. .. ..McGibbon & Baird. (Alex. McGibbon and Charles J. Baird.)
1880 to 1883.. .. ..Alex. McGibbon.
1883 to 1885.. .. ..Alex. McGibbon & Co. (Alex. McGibbon and Alex. D. Fraser.)
1885 to 1893.. .. ..Fraser, Viger & Co. (Alex. D. Fraser and Hormidas Viger.)
1893 to 1907.. .. ..Fraser, Viger & Co., (Alex. D. Fraser.)
1907.. .. ..Fraser, Viger & Co. (Alex. D. Fraser, President.) Limited.

With the rise of this morning's sun we enter or our Thirtieth year of business under the present management.

FOR 58 YEARS PAST

the Italian Warehouse has been recognized as the Leading House in all Canada for

FANCY AND STAPLE GROCERIES, FINE PROVISIONS, THE VERY CHOICEST TEAS AND COFFEES, PURE AND GENUINE WINES AND SPIRITS, and FINE HAVANA CIGARS, CIGARETTES, TOBACCO, Etc.

The reputation and supremacy the house has always enjoyed we propose shall be maintained for many years to come.

ALWAYS IN THE VAN FOR CAMPING AND YACHTING STORES

Purveyors to all the leading Salmon and Trout Fishing Clubs and Camping Parties throughout New Brunswick, Ontario and Quebec.

FRASER, VIGER & CO., Limited.

NEW SEASON'S PURE MAPLE SYRUP

FOR SHIPMENT TO

GREAT BRITAIN AND IRELAND

Now's the time to remember your friends in the Old Country with some of our Good Maple Syrup and Maple Sugar.

This year we had all our Syrup put up in a neat and attractive lithographed can specially suitable for export purposes. The cans were made stronger than the ordinary Syrup cans so that they would stand shipping.

We get our supplies of both the

MAPLE SYRUP AND MAPLE SUGAR

from the best makers in the Eastern Townships and guarantee the quality to be A1 and strictly pure.

If you want to send some Sugar or Syrup to your friends in the Old Land, now's the time, while the stocks are new and fresh. We will attend to the packing and shipping. Charges can also be prepaid on this side so that the goods can be delivered absolutely free.

MAPLE SYRUP is put up in Wine and Imperial Gallon Cans. Also in Bottles.

MAPLE SUGAR in 1 lb. Blocks, all separately wrapped in parchment paper.

MALT NUTRINE

—— THE BEST SPRING TONIC ——

Brewed and Bottled by the Anheuser-Busch Brewing Association, St. Louis, Mo.

Malt Nutrine is a genuine Food in liquid form, a Malt Extract of exceptional merit. It contains no alcohol and can be given to old and young alike. We strongly recommend a trial of Malt Nutrine to people requiring a good, pure, wholesome Tonic.

Malt Nutrine, 30c bottle; $3.25 dozen.

FRASER, VIGER & CO.

LIMITED

ITALIAN WAREHOUSE, 211 ST. JAMES ST. Branch, 235-237 Laurier Ave. West

MONTREAL.

One of the advertisements used recently by Fraser, Viger & Co. on an anniversary occasion.

Fixtures and Methods that are Building up Trade

Quebec City Dealer Tells of Equipment That is Getting Him More Business—Ideas That Make for New Customers and a Bigger Turnover—Fish a Profitable Summer Line—Value of Meat Slicer.

THREE years ago Wilfrid Cantin, of Quebec City, P.Q., purchased the business of J. L. Letourneau. Prior to that time he was manager of the grocery department of Myrand & Pouliot, a large department store in the Ancient Capital. To-day Mr. Cantin enjoys a large trade in the big store reproduced herewith. He chose the present site because there was a good transient trade, but since that time, owing to civic changes, this traffic has been diverted elsewhere, and now he has a good general residential and farmers' trade.

Naturally, during a fairly lengthy experience in the grocery business, Mr. Cantin has evolved ideas and methods which will be helpful to others. He is a great believer in the necessity of going after trade by personal conversation, advertising and by the installation of fixtures and departments that facilitate business and attract custom.

Meat Slicer Boosts Ham Sales.

Prior to the time when he installed a cooked meat slicer, for instance, he sold but little cooked ham. Although this machine cost him some $90, it has long since more than paid for itself. Sales of cooked ham have rapidly increased, until now he sells an average of a whole ham per day.

Coffee sales, too, have been increased. He has an electrically-driven coffee grinder, and this he claims has helped. It adds, too, to the appearance of the store, and the aroma of the coffee adds to the general tone of everything.

Three clerks are employed and a cash register with separate drawers is used to keep track of what each man is doing. This register, Mr. Cantin claims, avoids mistakes, checks up shortages and gives considerable additional information helpful to the business. An account register is also used in this store, and the proprietor is exceedingly enthusiastic over the work it does and the labor it lessens. "It saves me at least the cost of a clerk at $40 a month," he said to Canadian Grocer.

The telephone is one of the agencies which Mr. Cantin with his staff is utilizing to get more business. Customers are called upon the 'phone whenever there are goods in stock the staff think certain customers will appreciate, and in this way a great many extra sales are

Exterior view of the Wilfrid Cantin store in Old Quebec.

consummated during the year. This denotes, too, the selling power of the dealer.

Double-Deck Tables.

Another method for selling extra goods is by showing special lines on tables which have a double-deck. A feature is made of seasonable goods, and he claims that this display certainly sells. "The more goods you show the faster they go," is the way he puts it.

A special feature is devoted to the sale of biscuits. Mr. Cantin declares that his monthly sales have been increased four times since its installation. He uses special display stands for bottled goods, somewhat in the shape of steps, only they taper to a point, so that there is room for only one bottle at the top. Such lines as catsups, pickles, mustard, and olives are shown on these stands.

Mr. Cantin is a believer in service to the public. He has accommodation in his stables for twenty farmers' outfits. This, too, gives him first chance on all produce, and he claims that because he pays for them in groceries he gets two profits. If the farmer is a regular customer no charge is made for stabling the horses, but otherwise a reasonable charge is collected.

Good Profit in Fish.

His fish department is a profitable one and a large factor in his turnover. The summer trade in this line means a large profit—more than 40 per cent.—while the winter trade is from 20 to 30 per cent. net. Mr. Cantin maintains that care is required in handling fish, but if looked after properly little loss accrues. He uses a show card to promote sales, which is placed in the store near the door, and the fish is packed on ice.

"The lighter the store the more attention it attracts," he says, and following out this idea, he has many bright lights installed. Extra attention means extra sales.

Credit customers to him are valued more than the cash from a profit standpoint. "They are not such close buyers," he claims, and he makes it a point to see that credits do not get beyond bounds.

Reads All His Trade Paper.

Mr. Cantin is a reader of Canadian Grocer, not only of the methods and markets, but of the advertisements. "I read the market news every week," he said, "and also the ideas on improving business. I read the ads. over carefully as well, as they assist me in buying."

One particular line purchased through an advertisement has been most profitable, having served to get him several new customers.

Letters to the Editor

Editor Canadian Grocer:—The retail grocers used to be troubled over pedlars. Now their worst enemies are the wholesalers and manufacturers, who sell to hotels, public institutions and consumers. Why not get after them more strongly?

ONTARIO RETAILER.

• • •

HAS AN OLD PHOTOGRAPH TOO.

Editor Canadian Grocer:—Referring to the picture of grocers appearing in Canadian Grocer of May 8, by looking up the old file of your paper of August 20, 1889, an account of the picnic will be found. Those present were:—

W. F. Britton, H. C. MacLean, McCleary, Robt. Barron, A. E. Saunders, Berwick, Gibson, Williamson, Mara, Thackery, Calhoun, F. Britton, Booth, Mills, Clark, Radcliffe, Edmonds, Westren, Stark, Butcher, McCullough, Binnie, No. 9 in front row forgotten.

The picture was taken about a mile below the falls, and a negative of the falls was used in printing the pictures and thus forms the background. I have one of the pictures in my possession at the present time.

J. F THACKRAY.

233 Broadview Ave., Toronto.

Editorial Note.—Readers interested in the old photograph reproduced two weeks ago will be indebted to Mr. Thackray for the additional names. He was secretary of the Toronto R. G. A. at that time and has still in his possession the files of Canadian Grocer covering 1889 and 1890. Mr. Thackray's letter shows that the picture is 25 years old.

• • •

THE WHY OF THESE CUT PRICES.

Editor Canadian Grocer:—I have noticed the following advertisement appearing daily recently in the Toronto Globe:—

> Large Canadian Mail Order house wants one man in each village, town and city in the Dominion to take orders for groceries at factory prices to boarding-houses, restaurants and private families; all goods sold at cut rates, for example: Redpath's best granulated sugar 4 cents per pound, 8 bars of either Sunlight, Surprise or Comfort soap for 25 cents, together with teas, coffee, rice, etc.; complete line of table supplies; position will pay $25 weekly; write to-day for your territory; position permanent. The National Supply Co., Windsor, Ont.

I have only lately subscribed for your very valuable journal, but trust you will not consider me presumptuous if I ask you through your columns if this firm is known to the Canadian Grocer, and also if possible give me an explanation for these remarkable prices quoted. I am doing a nice little grocery business, but if I were assured of such a weekly salary I would be tempted to sell out and apply for a position with this wonderful company. I am sure there are many grocers like myself who would be pleased to have full information, and if the information is obtainable and satisfactory, will be pleased to do their share towards assisting to lower the present high cost of living.

A PETERBOROUGH GROCER.

Editorial Note.—Canadian Grocer discussed this concern last year at length, pointing out some extravagant statements made in a prospectus. It intimated, for instance, that it cost the retailer 35 per cent. to do business and that retailers were doubling their money on every article sold. In the above ad it is stated that a certain sugar is sold at four cents a pound, and 8 bars of soap for 25 cents. The whole truth, however, is not told. These goods are sold at these prices only when included in assorted orders which are never broken. The ad further intimates, as does this company's literature, that they purchase direct from the manufacturers, whereas the trade well knowns they cannot purchase many at least of the goods mentioned in that way. This Peterborough dealer should stick to his store and never mind this $25 a week proposition.

• • •

WELCH PEOPLE COME TO CANADA

The Welch Grape Juice Co., of Westfield, N.Y., has decided to erect a factory in St. Catharines, Ont. A separate company has been organized under the name of the Welch Co., Ltd., and offices and plant will be located there. The directors of the new organization are Dr. C. E. Welch, Edgar T. Welch, Paul R. Welch, John F. Welch, A. H. Smith, W. B. Okie, W. B. Lindsay. The company is incorporated for $200,000, and the factory to be erected this year will have a capacity of 2,000 tons. Ground for the cellars was broken May 1st and contracts call for completion of the plant in time for pressing grapes this fall. A site consisting of 15 acres along the line of the Grand Trunk R. R. has been purchased. The decision to locate in Ontario was only made after careful investigation of the value of the section as a producer of Concord Grapes.

Traveling Salesmen of the Past and Present

A Merchant Tells of an Experience With Soap Traveler Whose Persistency Overcame His Good Judgment and Got Him Into Trouble—Nevertheless This Dealer is a Warm Friend of the Knight of the Grip.

Written for Canadian Grocer by "Falcon"

"I'VE been in business for nigh on to thirty years now and in that time I've seen some pretty raw samples of travelers, but to do justice to the travelers in general, I must say that the objectionable ones wouldn't be over one per cent."

As it was early in the day and customers few, Mr. Seymore, a tall, keen looking man, of the quiet type, and proprietor of one of the best general stores in the county, leaned back against the fixtures behind the counter. I scented a probable incident that must have been uppermost in his mind when he made the above remark, and asked him if he didn't consider the present day traveler an improvement over the older generation. He answered:—

"Yes, and No. Yes, because competition is keener than a few years ago, and therefore travelers have to be more on the alert and clear headed when doing business. Years back we didn't see so many travelers and we got to know them better. Our business was bulkier and done with only one-tenth of the accounts that are necessary to-day.

Experience With Soap Traveler.

"It is impossible to-day to put all your eggs in one basket, competition is so keen, that we must pick and choose, and although to a certain degree, there is an amount of sentiment goes with our trade, it is far removed from that of the earlier days. When I mentioned raw travellers I had in mind a soap traveler that dropped in not long ago.

"He leaned back against the fixtures behind the counter."

"He struck me as one of those surface men that leave school or college with convictions that the world is before them, for them, and awaiting their bidding. He probably had this knowledge instilled in him by mild-eyed college professors, who read from books and taught from theory, but never went beyond into practice, or he may have come in contact with some of these business magazines, who lay down rules on 'How to approach a merchant when selling goods!' etc. Anyway, whether he did or not he learned a valuable lesson before I got through with him. Only in this case the merchant approached him, and not gently, either.

"As I started to say, this man sold soap, ——— ———, I think the name was. I had about five cases in my cellar at the time and it wasn't selling, which I told him. He insisted on selling me another five cases, which I, of course, refused to consider. I was very busy at the time and politely told him that I would be glad to see him next trip, as I couldn't do business at present.

"I went away then to wait on a lady and was gone some-time,but saw that he was still there. It annoyed me that he would have so little tact, and I was more than surprised when he leaned over the counter, as I was making change at the register and said:—

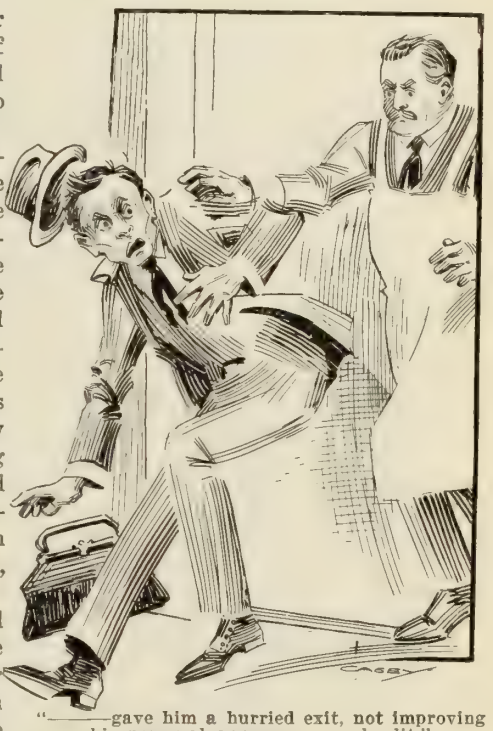
" 'I want to send you those five cases in, as we are going to sample this town and you will need more soap.'

Physical Suasion Resorted to.

"I got hot then and told him to get out of my store and stay out, to which he insolently replied, that he would go when he was good and ready and not before. This was too much for any man, so I just swung the door open and catching a good grip on the neck and seat of his smart clothes gave him a hurried exit, not improving his personal appearance as he lit.'

"If I were a traveler I would endeavor to distinguish the difference between talking too much and too little. There is a happy medium.

"I have a great many warm friends among travelers, and I make it a point



"———gave him a hurried exit, not improving his personal appearance as he lit."

to be courteous to all, for I am aware of the fact that my standing among travelers when they may happen to mention me, is a great asset to my business. Furthermore, I am able to get valuable information from them relative to my business, little hints in prices, display methods, best sellers at other points, as well as advertising ideas. The wise traveler, in my estimation is not the aggressive one so much as the suggestive one. A traveler who can suggest an idea in connection with his goods and convince me that what he says is logical, I'll not only buy his goods, but look for him again, as a live salesman seeing the best and the poorest stores through the country should accumulate ideas and methods that can only be got through personal encounter.

"Well, here it is ten o'clock, I'll have to quit this yarning and get busy. If you'll tell me about what time you will be opened up, Mr. Allcott I'll come over and see your samples. I'm getting rather low in some lines."

"About two o'clock, if that will do, Mr. Seymore, and I'm glad to have had that little talk with you. I shall benefit by it I'm sure, for it is not often that we hear the merchant's side."

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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PUBLISHED EVERY FRIDAY.

TORONTO, MAY 22, 1914

HELPING TO DOWN EXPENSE PROBLEM.

THERE IS MONEY IN handling provisions. The series of articles appearing in Canadian Grocer giving interviews with Canadian dealers demonstrates this. But in the article in this issue—the fifth of the series—there is an important point brought out which deserves the careful attention of every grocer who can stock cured and cooked meats.

J. A. McCrea & Son, of Guelph, have developed their provision business until now it is equal to, if not greater than the grocery end.

Every dealer knows that one of the chief items in expense—and overhead expenses have gone up lately to a considerable extent—is delivery. The Guelph store above referred to, however, use the same delivery system for the provision as for the grocery department, and as this expense is charged up proportionately to each it will be seen that the ratio of expense to turnover is lessened. It means that a great many grocery customers have their meats delivered on the same delivery.

Retail grocers who have not gone into this question thoroughly should study it now. The addition of a well-operated provision department is helping many a dealer towards a bigger turnover and greater profits with little or no extra expense, and is therefore an important factor in solving the problem of rising costs.

WOMAN'S TONGUE ADVERTISING.

THERE IS THAT OLD story about the most rapid methods of dispensing information—the telegraph, the telephone and the tel-a-woman, the latter being considered the most effective and thorough. This story was originated before the invention of the wireless, but revision of methods would in the opinion of most grocers leave the third-mentioned at the top of the list.

"There is no advertisement like a woman's tongue," said the wife of a well-known corner grocer in a Western Ontario city—and a woman ought to know. The question is as to the best way of taking advantage of this advertising medium and the answer is "satisfaction"; a satisfied woman customer will have more influence in a neighborhood than a lot of advertising secured through the expenditure of money. There are two factors in giving satisfaction; the first is Quality and the second is Service. The question of price too is important, but only in relation to quality, if the idea of the grocer is to build up a lasting trade. Patrons demand quality first—not quality at any price, but quality at a reasonable price—and the trend of trade will be to the store that can give it and that can give service coupled with good goods.

ANOTHER CO-OPERATIVE BILL.

MERCHANTS OF CANADA, attention! There is to be another co-operative bill before the House of Commons. In fact it has received its first reading. Hon. Arthur Meighen, Solicitor-General, is the sponsor and he calls it the Co-operative Credit Societies' Bill.

While on the face of it, it does not appear to include mercantile businesses yet there is a suspicion that somewhere in its many clauses power will be given to promoters who want to enter this department of the business field and operate co-operative stores that will have special privileges.

Canadian Grocer has not yet received a copy but Hon. Mr. Meighen is quoted in Hansard as saying that it is much the same as the bill he introduced last year as well as that which was defeated by the Senate back in 1907. If, therefore, it is found that this Co-operative Credit Societies' Bill gives undue privileges to promoters as opposed to legitimate joint stock companies, retailers from one end of Canada to the other should immediately "jump on it with both feet."

FRUIT FOR THE HEALTH.

NOT ONLY ARE most of the fruits and vegetables good and healthful foods, but many of them have actual medicinal properties. Onions and spinach cleanse the system, lettuce and celery are good for the nerves, parsley is an aid to digestion.

The acid of the lemon has a cleansing effect on the system and destroys bacteria. The person who makes a practice of taking a glass of hot lemonade, preferably unsweetened, at night or before breakfast will find that doctors' bills are unknown quantities. Orange juice is also good, and grape juice has valuable properties.

"Health's best way, eat apples every day," is more than a trade slogan. Doctors say that the daily apple, especially for people of sedentary habits, will keep the system in good condition. The large amount of phos-

phorous which it contains renews the nervous matter, especially the nervous tissues of the brain and spinal cord. Apples taken raw or cooked will neutralize the ill-effects of eating too much meat. They are also said to sweeten the disposition, probably by the indirect means of making one feel so well that he can't be disagreeable; and one apple enthusiast even goes so far as to claim that they elevate the moral nature.

The grape cure, which consists of eating plenty of ripe, sound grapes without the skins or seeds, is used for digestional troubles.

A certain health authority says that people who complain that they "cannot eat fruit" are just the ones who need to eat it. Their systems are in a bad condition and the fruit acts as a natural medicine and stirs things up, at first. They cannot become really well until they can eat fruit. They should, however, begin its use with care.

CUTTING OFF THE SLOW PAYS.

ONE OF THE GREATEST drawbacks to more successes in the retail grocery business to-day, is the giving of indiscriminate credit. This is in many cases due to the anxiety of the dealer to secure as much trade in his community as possible. When an applicant, who has paid cash for a month or two asks for credit, he grants the request without first determining in his own mind that he is going to get the money. This is a system that must be discouraged.

Not long ago the writer attended a retail grocers' meeting in a Western Ontario city, and one of the questions brought up was that of credit and bad accounts. At that meeting, one of the prominent members of the association gave his experiences in cutting down bad accounts, which were worthy of being passed on to the entire trade. Last fall, he decided to cut off some five or six customers who had got behind in their accounts during the summer months. He had been trying to get them to pay up before the winter season came on, but of no avail. The accounts were not very large, but he firmly believed that if he had allowed them to run through the winter his losses would have been very much greater. While he did not sell as many goods, he made as much money, and was minus the worry connected with slow pays and bad accounts. As he himself expressed it "the trouble was, too many dealers were too anxious to get the trade, without giving sufficient thought to whether they would ever get the money or not."

Too much care cannot be exercised in this respect. Few will deny that the credit system is the best, providing there are no bad accounts. The point then for every merchant giving credit to consider seriously is that of picking out the wheat from the chaff. This is where a list of questions comes in handy. Every dealer should consider the point of asking those who apply for credit such questions which will have a direct bearing on whether it is the intention or not to pay the account.

RESULTS OF CONFERENCE.

EDMONTON RETAIL grocers have been complaining for a long time of wholesalers selling over their heads to the consuming public. Last week wholesalers and retailers got together to thresh the matter out and a report from that city says that an amicable settlement has been reached.

The agreement ultimately made was that it would be within the territory of the wholesale dealer to conduct business with railway contractors; railway store departments; the Dominion government for its Indian reserve supplies; the Edmonton penitentiary; Dominion land surveyors when carrying on out-of-city work and needing large stocks of supplies; the Alberta government for the Ponoka asylum; provincial land surveyors when needing large supplies out of the city; the Church of England and Roman Catholic missions in the north country, and to employees of the wholesale concerns for their use only.

Both sections are now apparently satisfied. Why shouldn't similar conferences be held wherever there is any friction of this character? When men get together they see one another's standpoint and frequently the difficulties are easily surmounted.

RUN A CONFECTIONERY DEPARTMENT.

IT IS DIFFICULT to understand why so many grocers give so little attention to their confectionery departments. The consumption of this line is rapidly increasing year by year. The fact that the confectionery business is profitable is proved by the enormous increase in the manufacture of confectionery within the last few years. The varieties of confectionery made to-day are almost infinite. Nothing could possibly be more attractive in the way of a manufactured product than confectionery, and to-day the goods of reliable makers are so pure and so delicious that we are becoming more and more a candy-eating people.

There is a good profit in selling confectionery. In the old days nearly every grocery sold candy; but what kind of candy? The entire department contained six or seven glass jars, something like our fruit jars of to-day. There were two varieties of stick candy, one striped in various colors, and the other white. Another jar contained hoarhound candy, or mixtures, and another conversation lozenges, etc. This was the stock in trade, and it was liberally patronized, everything considered. To-day there is no reason why every retail grocer should not have in his store a nice show case stocked with a carefully selected line of confectionery. This should include not merely the cheaper varieties, but high-grade chocolates, packed in attractive boxes, bonbons, and a great variety of the most popular confections. There is often more money in a side line than in the general lines and it may easily be conducted in connection with the regular business.

EDITORIAL NOTES.

THE CROP OF co-operative bills seems to be a never-ending one.

* * *

HOT WEATHER is fly weather. Display that stock of fly destroyers.

* * *

PLANS FOR building up trade during the summer months should now be under way.

* * *

SWAT THE ROOSTER! This is a new slogan which is soon likely to be heard in the land.

* * *

WHEN THE FAKE advertiser is eliminated the merchant who honors his word will have a better chance.

* * *

THERE ARE TWO ways at least of increasing the net profits—increase the turnover or cut down expenses. Which will it be?

* * *

INCREASING THE turnover without cutting the percentage of profit or adding to the staff and expenses, should be every merchant's aim. A good provision department will help accomplish this object.

Partnership Question Where Profits are Large

The Facts and Figures Presented by Correspondent Analyzed—More Information Wanted—Reply to Saskatchewan Dealer in Regard to Taking Goods in Trade and Accounting Methods.

Written for Canadian Grocer by Henry Johnson Jr. *

I AM in receipt of the following interesting statement:—

In 1910 A. & L. went into business on equal shares—A. with $100 and L. with $1,400. At the end of the fiscal year 1913 the assets and liabilities are as follows:—

Stock and buildings.....	$11,477.72
Cash & accounts receivable	5,249.31
	$16,727.03
Accounts payable and part taxes and insurance	1,326.64
which leaves a net value of	$15,400.39

Besides the above, A. owes the firm for goods and cash $732.79. A.'s investment being $100 and L.'s investment being $1,400, what would be the real value of each partner, A. taking from his share to pay his amount of $732.79?

This being asked on account of A. & L. taking another partner with them.

The $732.79 has not been included in the inventory, although it seems it should go in with accounts receivable for the firm.

This is a hard nut to crack with so little information. It should certainly seem that the ratio of earnings should be differentiated, seeing one partner put in 14 times as much money as the other; but I can find nothing in this statement to show why or how any difference can be made.

It is plainly stated that they went in "on equal half shares." That, therefore, is the basis on which division must now be made.

What's the Reason?

However, such may not be an unhappy nor an unjust outcome of affairs at this stage of developments. Where such an apparently unequal arrangement was entered into, it seems there must have been a good reason for making it. Why did L., with his $1,400, consent to go in with A. "on equal half shares" when A. had only $100? Was this another case of one man having the capital and the other the experience? If so, then L. is to be congratulated on having the opportunity now to share equally, for many a man who has entered into a similar deal has found himself much richer in experience but much poorer in capital at the end of a given period.

If A.'s experience and $100 has made it possible for that business to make a capital profit of nearly 1,000 per cent. in three years, then A. is fully entitled to half the proceeds of the business. L. should be glad to hand A. such a share—and I imagine he is, too; for he could hardly have put his money anyhere and got such wonderfully satisfactory increment on it.

The Division.

If the situation is other than I read it, then such modifying circumstances must be related, or I cannot comment on them.

As things stand now, taking matters on their face, the interest of A. & L. is equal. The $732.79 belongs with the other assets of the business, so the total is $16,133.18, and each partner owns $8,066.59 of those assets. Such division should be made on the books. Then A. should pay into the firm the $732.79 which he owes it. Thereafter matters can be called squared up between the partners.

I do not know on what basis they plan to take in their new partner; but each will have no difficulty in selling the newcomer whatever share he elects to sell on the basis of the division set forth. I hope they charge the new man a good, round percentage for the Good Will value, because, if I have all the figures, then this particular Good Will is worth just about $14,000.

Have I All the Facts?

That is, supposing I have ALL the facts; for I wonder if I have. I wonder if there was ONLY $1,500 all told at the beginning, whether there was not some other asset, such a free rent, or some equipment which was thrown in—for, if there was something else, then such other factor should be shown in the present statement.

Taking it just as it stands, however, I am following the generally accepted rule that Good Will is valued at a sum equal to the net earnings of the preceding three years. In this case, those net earnings have been over $14,000. Hence $14,000 is the value of the Good Will of that business to-day.

But how did they do it?

I should certainly like to have them tell me that; for it is a most amazing showing.

Are they located where they have things "all their own way"; or are they able to get help very cheaply; or do they do without help; or have they exceptionally low fixed expenses; or what other factor or factors are there which enable them to show up in this way?

I hope most sincerely that this man will write me fuller details, especially along the lines of "how he does it."

* * *

Buying and Selling "In Trade."

A Saskatchewan merchant, writing again in Canadian Grocer, gets after me once more on this question of bartering or trading merchandise.

I said in my article of April that the purchases and sales should be considered separately, and, in the instance quoted in that article. I showed that the sales were $612.56. The present correspondent holds to the contention that the sales were only $303.76—the sum for which part of the produce was sold to the commission man.

He holds that: "It might be argued that taking money for merchandise is simply making an exchange; but a moment's reflection will show that money, being a medium of exchange, can be used to buy commodities of all kinds, whereas butter and eggs cannot be, as they are not recognized mediums of exchange."

But right here it seems to me this reasoning fails; because, in the instances under discussion, butter and eggs HAVE been and ARE considered and treated as perfectly good and acceptable mediums of exchange; hence all such transactions are properly subject to the same treatment in the way of overhead charges and other expenses as exchanges made for money.

But here is the nubbin of the matter—for it is not controversy we want so much as practical enlightenment: "If Mr. Johnson's plan be followed of adding the value of the goods exchanged to the amount the produce brings in, the result would be to inflate the true sales by nearly 50 per cent., thus creating a false impression as to one's turnover, and showing a margin of profit totally inadequate to the amount of turnover."

Is this correct? Would it actually cost my correspondent a cent more to do business one way than it would the other? Would it cost him any more for the man's time to take in those eggs and put them away, then mark them up, set them out and ship them, if he

(Continued on page 37.)

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

How Other Grocers Do Things

MANY ONE-LINE DISPLAYS.

Single line displays appear to be popular with many Hamilton, Ont., grocers. Recently a representative of Canadian Grocer noticed seven or eight in one afternoon. One window was dressed with tea only; another with a breakfast food; a third with maple syrup and sugar; a fourth with cheese, etc.

* * *

WHAT CURIOSITY DOES.

Near the door of Mead's grocery, College Street, Toronto, sits a small fruit-chopping machine used for marmalade purposes. This machine, which represents a capital expenditure of $1.50, and nothing for upkeep, has been a considerable factor in the fruit trade of Mr. Mead during the past season, by lending to the customer buying fruit for marmalade purposes. Mr. Mead states that it has been in pretty constant use.

"Do you tell your customers about the machine or advertise it?" asked a representative of Canadian Grocer.

"No," replied Mr. Mead, "I leave it where you see it, and I find that my customers are just as curious as yourself. They stop to look at the contrivance, and want to know what it is, and if they are planning to make marmalade it usually makes a sale." This grocer banks on human curiosity and capitalizes on it.

* * *

WATCHING GOODS IN SUMMER.

"I give my clerks instructions to give special attention to the care of stock during the summer months," said an Ottawa grocer, "because during the warm weather unless extra care is exercised, many lines of goods carried by the grocer are liable to be affected. One important line is cereals, which soon become stale during the warm weather. I purchase only in small quantities, and the clerks see that the old stock is all sold before the new is placed on the shelves. Fruit has to be sold out quickly or the loss by rot will cut down the profits considerably. Especially should an effort be made to dispose of it on Saturday or the day before a holiday. Eggs have to be disposed of quickly, while butter and meats have to be kept in proper condition or they become unsaleable. Clerks have to be instructed to look carefully after these things, as the merchant's time is generally otherwise engaged."

* * *

AN EGG CONTEST.

H. J. Colvill, general merchant, Arthur, Ont., has announced an egg contest among producers. Ten prizes are offered to the first ten customers who bring in the greatest number of eggs from May 1 to October 1. The prizes consist of $30 in gold, the first two getting $5 each, the third and fourth $4, etc., down to the ninth and tenth, who get $1 each.

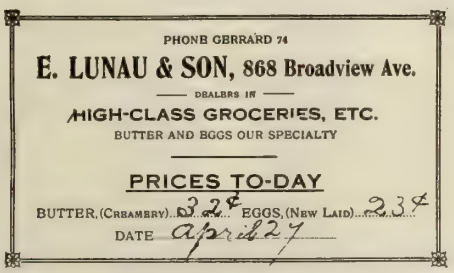
The conditions are these, as contained in a newspaper advertisement:—"You simply bring the eggs along, and we will pay you the highest market price when you bring them in. You keep your tickets until October 31st, then bring in your tickets and they will be made up and the gold prizes awarded to those entitled to them, and to give you a good start we will pay you 20c per dozen, commencing the first day of May, and will continue to pay you the highest market price, especially during the prize competition.

"We want at least 2,000 dozen of eggs per week, and in order to get this quantity we are offering the above prizes. Bring your eggs and butter along and get the cash for them. We want the eggs and butter, and have a market for all we can get."

* * *

ATTRACTING NEW CUSTOM.

To bring their store to the attention of the residents of the district, E. Lunau & Son, 868 Broadview Avenue, Toronto, send out a small blotter with their name, address, and a short advertisement; also they quote prices for the day on certain


PHONE GERRARD 74

E. LUNAU & SON, 868 Broadview Ave.

DEALERS IN

HIGH-CLASS GROCERIES, ETC.

BUTTER AND EGGS OUR SPECIALTY

PRICES TO-DAY

BUTTER, (CREAMERY) 32¢ EGGS, (NEW LAID) 23¢

DATE April 27

Reproduction of Blotter sent to probable customers—reduced from 5 by 3 inches.

lines. For instance, on the day the accompanying blotter was delivered butter was at 32c. and eggs at 23c. The idea is that these prices will catch the eye of a few, and a phone order results which may be increased before the customer gets off the line.

PARTNERSHIP QUESTION WHERE PROFITS ARE LARGE.

(Continued from page 36.)

should figure the transaction as a sale instead of merely handling the goods and considering it a barter? I think not.

A Matter of Accounting.

It is simply a matter of accounting, and many men have made money with no system of accounting whatever. We do not follow those men, because general experience shows that such a method is dangerous. So what we are here seeking is the best or most correct way to account for these transactions.

Now, any method which shows most perfectly in a practicable form just what we DID is the method we should use. If we have actually handled $40,000 worth of merchandise, going and coming, in a year at a total gross expense of $3,000, we show an expense percentage of 7½. If we SAY or THINK we have only handled $30,000 worth of goods for $3,000 expense, then we show 10 per cent. expense. Conversely, our margin on the $30,000 might be 20 per cent. gross, but it would be only 15 per cent. on the $40,000.

If we come out right, that fact supercedes all theory, and the margin, whatever it is, "adequate." If we do not come out right, the margin is insufficient. To my mind, as I say, accounting is to show what we **did.**

I have followed my method all my life. Notwithstanding that, I am wide open to conviction. I wish we might have a wider discussion. If we can stir up some really extended interest, I shall be glad to go into the subject just as deeply and thoroughly as possible. What I am now writing is, of course, merely scratching the surface of the whys and wherefores of the question as I see it.

I regard it as a matter meriting careful consideration in the interest of all retail grocers, so that we may all know more and more accurately everything about the course of all merchandise through our stores.

Special Duties Assigned to Each Staff Member

A Vancouver Store Where System, Both in Doing the Work and Determining the Results, is Given Much Attention — Records Kept of Clerks' Sales—Quality and Service Their Motto.

TWO Irishmen, and both Ulstermen at that, are in partnership in Vancouver, B.C., in the grocery business under the name of Morrow & Deane. Beginning business there in March, 1910, they have in the past four years built up a nice trade and evolved methods that have meant business increase to them.

"Our motto," stated Hugh Morrow, a member of the firm, "has been quality and service—with fair and courteous treatment to customer and employee." This firm does not go after business by cutting prices. They are strong believers in the maintenance of prices which give the dealer a fair profit. They are keener on making satisfied customers. They take pride, and naturally too, that the majority of their customers have been with them ever since their establishment. The majority of those who left either moved out of the city or they neglected to settle their accounts promptly and were cut off. They do not employ friends on the staff, maintaining that it is much easier to satisfy others, and that the work is better done.

Business organization has been a hobby of these men. Things are so arranged that each member of the staff has his own set duties to perform. One of the partners, for instance, attends to the buying, the collections, the opening of new accounts. The other looks after the bookkeeping, financing, and checks all orders. In his absence one of the clerks does this work. One clerk looks after window displays and pastry department; another has charge of the provision department, while a third is assigned fruits and vegetables. Two clerks solicit orders until noon four days of the week. There are two delivery men, one's field being east of the store and the other west. A boy with wheel is used after school hours to help out with rush orders.

In opening new accounts, great care is exercised to see that the applicants are responsible. None are opened without first submitting the names to the credit reporting department of the Vancouver Retail Grocers' Association for approval. "Our losses," said Mr. Morrow, "have been exceedingly small in proportion to our business turnover."

Part of the equipment for watching cash and credit are cash and credit registers. They use small green collection books for C.O.D. parcels and goods to be brought back to the store. Red slips are used for crediting cash and goods returned. Goods to be exchanged are charged and credited on arrival at the store.

This firm is a great believer in knowing whether or not it is making any money, and in view of this, stock is taken twice yearly, and sometimes three times.

Watch Work of Clerks.

The work of the store salesmen is very closely followed by Morrow & Deane. A record is kept of each clerk's sales, cash and credit. These are marked down every night in the record book.

"This system," remarked a member of the firm, "has many advantages. Every salesman is anxious to increase his sales month by month, and this record stimulates his ambition."

In this store children are treated on the same basis as the grown-ups. They are not kept waiting when sent to the store for goods, but get the same service as their parents. This eliminates complaints and is one feature that makes customers stick.

Interior view of the store of Morrow & Deane, Vancouver, B.C., showing a number of bright-looking salesmen. Note displays around the pillars.

Provision Turnover Equal to that in Groceries

Big Business Built Up in This Department in Store of J. A. McCrea & Son, of Guelph—Saving in Delivery Expense, As Both Groceries and Provisions Are Sent Out Together — Modern Equipment Used.

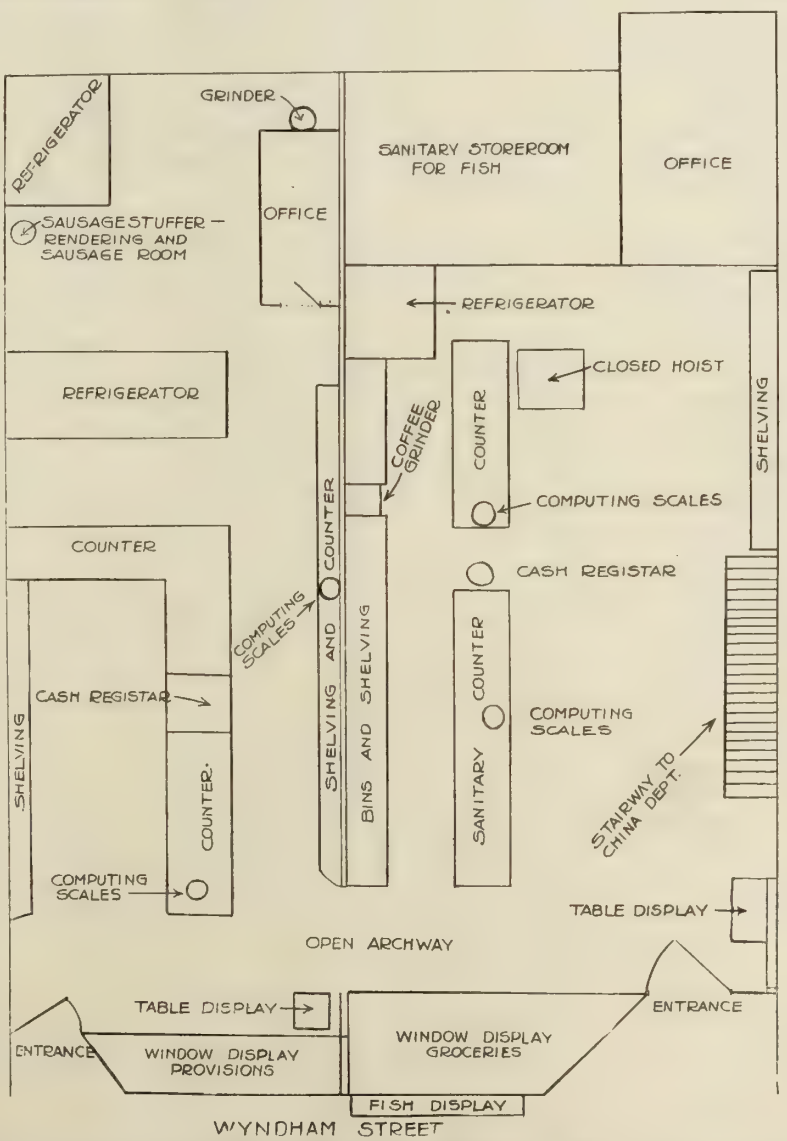
Fifth Article of Series on Handling Provisions.

THAT J. A. McCrea & Son, Guelph, Ont., were in the grocery business long before they handled provisions is about the only reason for referring to the meat store as a department of the grocery—for such is the volume of business done to-day in meats, fresh, cooked and cured, and other lines, that the turnover in the provision store is equal to, if not greater than that of the main grocery section. The methods employed in handling provisions on this scale in relation to groceries will be of interest to many grocers—although to be more correct in this instance the outstanding feature is not the relationship between the two departments, but rather the lack of it, for one is almost independent of the other so far as their internal management is concerned.

Four and one-half years ago, when J. A. McCrea & Son went extensively into the provision business, the firm was not faced with the problem of upbuilding a trade, but rather with looking after an establishment which was even at that time doing a big provision business in that city. Adjoining the McCrea store was the retail store of the packing firm of J. & A. McHardy, and it was assuming control of this business that was undertaken. There was many initial difficulties to be met and overcome before the management of the new department was smoothly arranged, but by careful handling, the provision and meat store is carried on almost independently of the grocery store, and business has been built up to such an extent that as many as fifteen hundred customers are reported to have been registered up on a Saturday.

As will be seen from the sketch, the two stores were originally adjoining each other, and to connect them the archway at the front of the building was opened. This permits of free access of one store or department from the other, and is a big factor in a mutual increase in business. Without pressing the claims of one department in the other, it has been found that joint delivery and the open archway result in the patrons of one department going into the other; it is a convenience in shopping which is evidently appreciated.

Excepting the feature of the open archway, there is comparative independence between the two stores. In advertising, the meat store is charged with a fair proportion; in delivering there is a great convenience and saving in handling all goods at once, but the provision department has to bear a full share of the burden of the cost. Otherwise the manager of the provision store has his own proposition to work out—and it is in the manager of a proposition of this kind that success will depend to a large extent. The experience in the McCrea store has shown this: for some weeks after the proposition had been undertaken the returns were far from satisfactory. There are so many odds and ends to look after, and the profits, particularly on fresh meats, are so close that every source of revenue must have careful attention—watching the details has been one of the main factors in their success in the opinion of McCrea & Son. Stock is taken once a month, and in this manner it is always possible to know exactly what the department is doing, and to gauge the effect of the different seasons, control credits and regulate the buying.



The important position of the provision department of J. A. McCrea & Son at Guelph, Ont., in relation to the grocery store is shown in the above sketch of the ground floor. The double line indicates the wall which formerly divided the two stores and through which an open archway has been cut with mutual advantageous results.

Modern and Convenient Equipment.

The McCrea meat and provision store is equipped in a thoroughly up-to-date manner, and for system in taking profits from the small sources it may be taken as a model in many respects. Although not large, excellent use is made of wall and counter space for display, and in this respect the glass-front refrigerator is very effective, and the two computing scales with a modern cash register in a convenient

(Continued on page 47.)

ASSOCIATION NEWS

DECIDE TO AFFILIATE.

Toronto, May 21 (Special).—On Monday evening at their regular meeting the Toronto Retail Grocers' Association rang down the curtain on the question of amalgamation with the Retail Merchants' Association. After little discussion a vote was taken on the matter, the majority deciding in favor of affiliation, on or about Oct. 1. After that date the Toronto R.G.A. will then become the Toronto Grocers' section of the Retail Merchants' Association. President Neil Carmichael was in the chair.

The picinc question was also discussed and it was finally decided to go by boat to Queen ston Heights on Wednesday, July 22. However, on Tuesday it was found that this would be a heavy day for the boats, and it is expected some other date will have to be arranged.

Some suggest a Wednesday in June. Berlin, Peterborough, Cobourg and Niagara Falls were the other places talked of.

After the business was concluded progressive euchre held sway. D. W. Clark and D. Nicolson winning the prizes—an umbrella each. They are "well fixed" for a rainy day alright.

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GETTING AFTER PEDDLERS.

Medicine Hat, Alta.,May 19.—The Retail Merchants' Association here is on the peddlers' trail. It is claimed that the peddlers are making illegal use of their licenses, in many cases using a permit costing $15 in place of a license provided for in the by-law of $100. In the meantime they sell their goods and pay for the license out of their profits.

Another charge against the peddlers is that they use spring scales of the dead load type, which would not pass inspection. The merchants are required to provide expensive scales and these must be inspected constantly at the cost of the merchant.

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PRESTON R.M.A. OFFICERS.

Preston, Ont., May 21.—At a meeting of the Retail Merchants' Association held recently the following officers were elected:—President, A. R. Bernhardt; first vice-president, F. Darnley; second vice-president, E. B. Ruse; secretary, R. B. Osgood; treasurer, G. Kanmachee.

The two matters discussed most were the hawkers and peddlers and market by-laws. A comittee was named to look into them.

DRUMMERS' SNACK, GET READY.

Georgetown, Ont., May 21 (Special).—July 24 and 25 are the dates for the annual Drummers' Snack outing here. At an enthusiastic meeting of the executive on Friday night last with President C. C. Smye of Hamilton in the chair, plans for the details were well arranged and everything will be in readiness for the great event of the mid-summer month. Committees on sports, prizes, transportation and entertainment are busy and the usual splendid results can be looked forward to. There will be the usual concert on Friday evening, the ball game on Saturday morning and the Calithumpian procession prior to the games on Saturday afternoon. President Smye is donating a prize for the bowling contest between the citizens of Georgetown and the travelers. Wm. Meen is giving a $5 prize to the one who sells the largest number of buttons.

LETTER BOX

AN EARLY CLOSING QUESTION.

Editor Canadian Grocer:—The merchants of our town are sending a petition to the council requesting them to pass a by-law closing their places of business at 6.30 p.m. each night except Saturday.

We are informed that they cannot legally pass such a law for closing at an earlier hour than 7 p.m.

Could you advise me if this is correct, and that a by-law closing at 6.30 would be contrary to law?

BOWMANVILLE GROCER.

Answer.—The council has no authority to pass the by-law calling for early closing at 6.30. In the Ontario statutes in the regulations governing factories, shops and office buildings, and under the section of municipal by-laws as to closing of shops is the following clause covering this matter:—

"The council of a city, town or village may by by-law require that during the whole or any part or parts of the year all or any class or classes of shops within the municipality shall be closed, and remain closed, on each or any day of the week at and during any time or hours between seven of the clock in the afternoon of any day and five of the clock in the forenoon of the next following day."

This shows that the council could not pass a by-law to close stores before seven o'clock in the evening.

GROCER OF 86 DEAD.

Peter Connal, for many years a grocer in Peterborough, and well known throughout Eastern Ontario, is dead. He came to that city from Scotland more than 60 years ago, and has spent his entire life in the grocery business. It was only a few days before his passing on Sunday that he relinquished command at the age of 86 years. During the past year Canadian Grocer included Mr. Connal in the series of "Veterans in the Trade," showing a view of his store interior at the time. His son Jas. H. Connal, who has been with his father for years will continue the business.

DEATH OF SOAP MANUFACTURER.

Woodstock, Ont., May 20. — Daniel Richards, a familiar figure of Woodstock, Ont., passed away during the week after a brief illness. Mr. Richards was the founder of the Richards Pure Soap Co., of Woodstock, and a man well known in the Canadian mercantile field. Friends say that one of the chief causes of his death was the demise of his brother Frederick, of Ingersoll, a week before, which was the first in a family of six brothers, who came to Canada over 60 years ago.

The late Daniel Richards was born in Nottingham, England, eighty-one years ago and came to Canada in 1854, first settling in Thorold. He came to Woodstock in the early sixties and at various times brought out his five brothers to Canada. Shortly after coming here Mr. Richards started in a small way in the manufacture of soap, and gradually extended this business. About seven years ago the soap business was organized into a joint stock company, Mr. Richards retaining his interest and was active in the work until a couple of years ago.

John F. Jelke, president of the John F. Jelke Company, Chicago, oleomargarine manufacturers, was sentenced to two years' imprisonment in the federal penitentiary at Leavenworth, Kan., and to pay a fine of $10,000.

This is the maximum penalty for the crime of which Jelke and his eight associates were convicted by a jury a month ago. They were found guilty of conspiracy to defraud the government of taxes on artificially colored oleomargarine.

Seven of Jelke's fellow defendants escaped a prison sentence. The judge imposed upon them a fine of $2,500 each.

THE CLERKS' DEPARTMENT

POWER OF THE SHOW-CARD.

By Percival Harding, Orangeville, Ont.

I noticed in your Spring Expansion number of Canadian Grocer, the statement, made by a successful show-card writer, that a show-card should not completely satisfy, but rather arouse one's curiosity. I heartily agree with him and would like to cite an example in my own experience. I have been using the show-card in our window displays and it has proven quite a success, due mostly to the benefit I derived from your course on Show-Card Writing, which I had the godd fortune to read, in installments, in your paper, viz., Canadian Grocer.

Early in the spring I placed a large quantity of a now well-known porridge meal in our window, placing a card on it written in old German text, "The Canadian Breakfast." One could scarcely imagine it possible that a simple card like that could attract so much attention.

Time and again, people would inquire, "What is this new breakfast food?" Then of course we had the opportunity of using our ability as salesmen to make a sale, and if we failed it was our fault and not the show-card's.

At present we have our windows full of fancy sauces and pickles, in which I have placed a card inclosed in a large round glass jar simply stating "Imported Sauces and Pickles"; but to read it one has to stop and look in the side glass of the window and walk around to the front to finish it; and then, of course, he usually looks at the contents of the window before leaving.

I have in my head now an entirely new idea for my next trim and should it prove a success and you see fit to print this I will write you particulars of it.

Editorial Note.—We would certainly be glad to know with what success Mr. Harding has met in the above and trust he will send it for the benefit of all readers of this page.

CLERK WANTS TO BUY.

A Grocery Clerk writes Canadian Grocer:—I am very much interested when the regular travelers call, and, after the usual jollying, my employer gives them their orders, based on the requirements of the store, which he generally obtains from his assistants. Might I make a suggestion to employers? In order to familiarize the clerks with the buying of goods, so that when they begin storekeeping for themselves—the goal of every good and active assistant—might they not occasionally be allowed to do the buying of the goods required from the travelers, under the personal supervision of the employer? The clerk is not worth his salt who is not conversant with what each traveler can do and what he cannot. No honorable clerk would seek to make known any secrets which ought to be kept, and if this practical bit of education was afforded the confidential clerk, it would help him very much towards reaching his ambition—a little store of his own.

TRAVELER'S ADVICE TO A CLERK.

By H. G. M.

A traveler who calls on the retail trade gave this advice to a clerk with whom he came in contact during his visits to a certain merchant. "Always give a traveling salesman courteous and prompt attention. You never know what may come of it. For instance, about two weeks ago I was in the outer office of a large wholesale house and noticed a clerk from C———, having a talk with the proprietor. I knew the clerk just in a business way and always found him bright, pleasant and seemingly energetic.

"The proprietor asked me, after the young man had left, if I were acquainted with him. I told him what I knew and learned that he was applying for a position so I was able to give him a boost. Salesmen aften have opportunities similar to this, but it will also pay you in other ways, too!

"Say, did it ever occur to you that a salesman is not only a salesman, but a representative of the house, a man who should know all about the line he sells and that of you had some of that knowledge you would be of more value to your employer, making yourself ready for a place higher up. 'Knowledge is power,' so it is up to you to get some of that valuable information. Any good salesman is enthusiastic about his goods and he will be glad to tell you whatever you want to know. Try it and see how much you can learn.

"I'll be around again soon and may be able to give you some more tips."

CARE OF THE SHOW-CASE.

Many glass cases are ruined yearly by lack of proper attention. Small cracks appear, caused by the heat or contact with large, heavy bodies, and if these cracks are not soon attended to they will soon spread. An excellent method to prevent a crack from spreading is to draw a short crack with a glass cutter at right angles with the crack. This will prevent a crack from spreading in every case. Cases should be set perfectly level on the floor, especially the new all-glass variety, which are otherwise certain to warp. The legs of the case should be propped to the required height from the floor to insure their sitting true.

THE ENCYCLOPEDIA

THE AVOCADO PEAR.

Avocado is the name of a rather uncommon fruit that has been on the market for a few years. It is grown in the West Indies and is a very nutritious food. Being shaped like a pear, it is sometimes called the alligator pear.

The tree bearing this fruit is of tall, slender growth, with smooth green laurel-like leaves. The fruit grows in clusters, the number of fruit in a cluster varying from three to five. When ripe they assume a dark purplish-green color and each fruit contains a large globular seed, around which is the pulp or edible portion.

The pulp has the consistency of butter, with a delicate nutty flavor. It is commonly eaten as a salad, seasoned with pepper, salt and sometimes a little vinegar, or the juice of a lime. Others prefer to use it as a dessert fruit with a little sugar.

The price (around 50 cents each retail) would seem to suggest that only high-class grocers or fruiterers could find a sale for it. However, the ordinary dealer will find just such lines as these of advantage occasionally to handle. High priced lines such as these naturally appeal mostly to the well-to-do, but, besides the profit derived from them, they have an advertising value. Any uncommon line such as this arouses interest. People inquire about it, they tell their friends about it, and, even if they don't buy, the dealer has had some advertising.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

The Westmount Fruit and Grocery Store has been registered at Montreal, Que.

The Atlantic Sugar Refineries, Limited, have moved their offices to the new Power Building, Montreal.

Major John T. McBride, grocery importer, Montreal, has returned from a visit to France and England.

The Regal Conserve Works have been registered at Montreal, Que.; they propose to manufacture pickles, jams, etc.

The premises of Berman Bruno, grocer, Montreal, Que., were damaged by fire; the loss was partly covered by insurance.

P. W. McLagan, of Lovell & Christmas, butter and cheese merchants, Montreal, and London, Eng., has returned from a business trip to Great Britain.

The fish dealers of St. John, N.B., are taking cognizance of "Clean-Up Week" by cleaning and brightening up their stores and warehouses and are actively co-operating with the authorities to make the clean-up a success.

The plant of the Maritime Cornmeal Mills, St. John, N.B., was totally destroyed by fire this week at a loss estimated at $6,000. It was owned by C. W. Stewart, who also conducted it. The loss is covered by insurance.

Jos. Quintal, first vice-president and Geo. Hadrill, secretary of the Montreal Board of Trade, will sail for Paris on May 21 to attend the International Congress of Chambers of Commerce and Industrial Associations to be held there June 8, 9 and 10.

Ontario.

F. J. Johnson has opened a grocery store at 204 Bathurst St., Toronto.

H. H. Pickle, Leamington, Ont., is moving into a new store on Talbot St., W., from Erie St.

R. H. Henderson, who conducted the grocery store at Elsinore, Ont., is moving to Owen Sound, Ont.

J. E. Angevine, representative of the Gold Medal Company in the Maritime provinces, was in Toronto last week and called upon a number of old friends.

A. W. Eltherington, formerly with Jno. Sloan of Galt, Ont., is the new proprietor of the Star Grocery in Preston.

The Hamilton Retail Grocers' Association may run their excursion to Toronto this year instead of to Niagara Falls.

Harry Sturdy, formerly a salesman with W. J. Powell, Goderich, Ont., has joined the traveling staff of the Mooney Biscuit & Candy Co., of Stratford.

Mr. Flower, of Jordan, Ont., general merchant, has sold to Moyer & Sons. Enoch Moyer, one of the sons, was formerly with Fretz, Limited, Hamilton, Ont.

F. C. Thorne, who recently disposed of his business on Nassau St., Toronto, has purchased that of S. W. Hall at 801 Euclid Ave. He took possession last Monday.

T. A. GAETZ, Red Deer, Alta.
Who was elected President of the Alberta Retail Merchants' Association at the annual convention in Calgary.

The annual excursion of the business men of Lakefield, Ont., was held on May 20, on the steamer Stoney Lake, to Sandy Point and McCracken's Landing, on the Kawartha chain.

W. L. Bosworth, grocer, Newmarket, Ont., is showing an educative coffee window by connecting up the various kinds of coffee with countries of growth on a map of the world, by means of ribbon.

Stanley Mennish is running the general delivery system for the grocery stores in Strathroy, Ont., with three delivery wagons. An announcement was made in last week's issue of this new system.

Alfred F. Boyd addressed the Retail Merchants' Association of Peterborough last week on "The Science of Salesmanship and Business Building." There were moving pictures both before and after the address, which proved a most interesting one.

For issuing trading stamps in a manner contrary to the Trading Stamp Act, the United Cigar Stores, Toronto, were fined $50 and costs by Judge Coatsworth. The company also pleaded guilty to conducting a lottery by giving away numbered tickets, the holder of the lucky number winning a prize. Sentence in this latter case was suspended.

H. Schroeder, a Victoria, B.C., grocer, was in Toronto on Tuesday on his way west again from a trip to his former home in Bruce County. Mr. Schroeder who has been in the grocery business for over twenty years, is an enthusiastic reader of Canadian Grocer, and called at the Toronto office of this paper while in that city. He has spent about six weeks on his pleasure trip east.

Western Canada.

S. Brewster succeeds Y. Willis, grocer, St. James, Man.

The stock of the Radisson Trading Co., Radisson, Sask., has been moved to Hafford, Sask.

W. W. Thorpe, grocer, Holmfield, Man., has made arrangements for a bulk sale to J. A. E. Mitchell.

S. B. Marshall has severed his connection with the Laurentia Milk Co., Ltd., Toronto, and is now in Winnipeg.

The body of John Waite, a Winnipeg grocer, was found in the Red River. He was ill and it is supposed he fell in and was drowned.

The merchants of Prince Albert, Sask., are endeavoring to get "more daylight" by putting the clocks on an hour during the summer months.

J. J. Wilson has bought the grocery at Clement Spur, Man., known as Salters Roland store, also the establishment conducted under the same name at Fort Wayne, Man.

Melfort, Sask., has adopted the Daylight Saving scheme for the summer months. The clocks will be advanced one hour. The ratepayers carried the project by a large majority.

The latest organization of retail merchants to join the Manitoba board of Retail Merchants' Association of Canada is that of Transcona. Recently Secretary J. F. Kennedy addressed a meeting of the merchants of Transcona, and over thirty members were in favor of joining the provincial association.

Second Advance of 10c. in Sugar Within Week

Refiners Follow the Trend of American Market; a Further Advance Has Been Made in New York, and Market is Strong—General Business Conditions Denote Careful Buying—Canned Peaches Have Been Advanced on Damage Reports to New Crop.

Office of Publication, Toronto, May 21, 1914.

A second advance in sugar within the week keeps that commodity in the limelight in Canadian markets. Following the first advance of Wednesday of last week, with prospects of further increases, there was considerable buying which continued until the second announcement came from the refiners on Tuesday of this week. A lull in buying followed, but all indications are that still further advances are not unlikely. An announcement came from New York of an advance of ten points about the time of the increase in Canada, but the American advance was not a factor in the change here, and this gives additional strength to the market in the face of the increase—even though the Canadian refiners claim not to be directly influenced by conditions in New York.

General conditions of trade indicate a comparatively healthy, rather than active buying condition. Retailers seem to be checking over their stocks closely and pruning them down, buying being on a more conservative basis. Montreal reports better conditions with better weather, but in Ontario there has been none too much rain as yet.

The frost damage in the fruit belt is having its effect in the market for canned peaches; there has already been an advance of 15c to 20c, and higher prices may be expected if the reports are confirmed. The increase has been general and is noted as far east as Halifax.

Advancing prices for wheat, corn and oats have put strength into the flour and cereal markets. Montreal reports a likelihood for higher flour, but locally the feeling is that the trade is not in condition to warrant this; there is some talk of increases in rolled oats.

Butter finds an unsettled market on account of the varied quality, but grass products should be in during the next week and then attention will be turned to export trade. Both in Toronto and Montreal there is feeling in favor of exports to American points where the price is 26½ and 27c a pound, which is tempting now that the tariff is off. The West promises to be able to look after itself with regard to this commodity for the future.

Potatoes are getting scarce and the prices have advanced from Halifax to Regina; at the former point the price is $1 a bushel, and at the latter $1.15. In Toronto as high as $1.50 the bag is quoted for New Brunswick stocks.

Markets in Brief

QUEBEC MARKETS.

GENERAL GROCERIES—
- Better demand for sugar; market advances.
- Dried fruits getting scarcer.
- Advance in price of shelled walnuts.

FLOUR AND CEREALS—
- Flour situation undergoes change; market firm.
- No change in cereal prices.
- Several lines of feed advanced $2.

FRUITS AND VEGETABLES—
- Apples and oranges higher.
- California cherries offered. Strawberries plentiful.
- New vegetables expected this week.
- Potatoes scarce and high.

PRODUCE AND PROVISIONS—
- Market somewhat dull in smoked meats.
- Butter and eggs still at last week's prices.
- Cheese prices too high.

FISH AND OYSTERS—
- Trade active in most all lines.
- Eastern fish backward; lobsters cheap.

TORONTO.

GENERAL GROCERIES—
- A second 10c advance in sugar in week.
- Canned peaches go up 15c to 20c.
- Seasonable change in demand noted.

FLOUR AND CEREALS—
- Flour firmer, with wheat.
- Advance in price not likely.
- Oats products may go up.
- Mill feeds continue strong.

FRUITS AND VEGETABLES—
- Better weather creates activity.
- Potatoes go still higher.
- Apples and sweet potatoes cleared up.

FISH AND OYSTERS—
- Good business in fresh varieties.
- Herring and pickerel scarce.
- Lobsters are coming freely.

PRODUCE AND PROVISIONS—
- Butter and eggs unsettled.
- Provisions are firming up.
- Looking to export markets for butter.

QUEBEC MARKETS.

Montreal, Que., May 21.—There has been quite a noticeable improvement in business this week, and some jobbers report that they have been very busy filling orders during past few days. There is still some complaint about collections, but it is thought that with warmer weather trade will be generally better than it has been so far this spring. Orders from the country have not been as good as usual, due in a large measure to the cold and backward weather conditions and the bad roads. In view of the advance of 10 cents last week, and again this week, the sugar market is being watched more closely.

SUGAR.—With two advances in a week there has been a better demand for sugar. Many of the dealers who had been holding off and buying from hand-to-mouth, have been ordering more liberally since first advance, under the impression, no doubt, that further increases would be made. The market is firm here at present, and refiners are watching the Cuban and New York markets closely. In discussing the outlook with an official of one of the refineries, he said it was impossible to make any statement as to the probable trend of the market. The last advance had come almost without warning. He pointed out that the New York refiners had made several advances before the local men had followed. This was mainly due to the fact that the local refiners had not followed the New York quotations to their lowest levels.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 35
20 lb. bags	4 45
2 and 5-lb. cartons	4 65
Second grade, in 100 lb. bags	4 20
Extra Ground Sugars—	
Barrels	4 75
50 lb. boxes	5 05
20 lb. boxes	5 15
Powdered Sugars—	
Barrels	4 75
50 lb. boxes	4 95
25 lb. boxes	4 95
Paris Lumps—	
100 lb. boxes	5 10
50 lb. boxes	5 30
25 lb. boxes	5 40
Crystal Diamonds	
Barrels	5 15
100 lb. boxes	5 30
50 lb. boxes	5 40
Cartons and half cartons	7 15
Crystal Dominoes, cartons	7 25
Yellow Sugars—	
No. 3	4 40
No. 2	4 40
No. 1	4 00

DRIED FRUITS.—This market is devoid of interest just now, as stocks are getting low and demand is limited. There is a fair supply of seeded raisins on hand, but Valencia stocks are beginning to run low. Prunes are about sold out, and all indications point to higher prices for next season's crop, in view of the discouraging reports from California. The appearances now are that other dried fruits will be about an average crop.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 12
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	....	0 06½
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 1[illegible]	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½

80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 100, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

TEAS.—A good demand for teas of all kinds continues among jobbers. Low-grade Japans are being asked for by country trade, but it is difficult to get enough to fill orders. Ceylon blacks are selling well. Prices have not changed, though market is firm.

In connection with the Quebec market news of last week, Furuya & Nishimura state that the information they furnished regarding receipt of sample of first runner should have read "picked on the 6th of April" instead of the 8th. This is unusual, being about twelve days earlier than previous years.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish, No. 1	....	0 12¼
Virginia, No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Business has been about as usual at this season. There are no exceptional features; demand is fair, and prices are unchanged.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 22
Santos	0 22	0 23
Chicory, per lb.	0 08	0 10

RICE AND TAPIOCA.—Market is quiet, with about the average demand. These lines are not usually very active at this season. Prices are the same as last report.

Rangoon Rices—	Per cwt.
Rangoon "B"	2 90
C.C."	2 80
India bright	3 05
Lustre	3 15
Fancy Rices—	Per cwt.
Polished	4 30
Pearl	4 50
Imperial Glace	4 80
Sparkle	5 00
Crystal	5 00
Snow	5 20
Ice drips	5 35
Carolina head	7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 05½	0 05¾
Half bags, 112 lbs.	0 05¾	0 05½
Quarter bags, 56 lbs.	0 05⅝	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

MOLASSES.—Quiet market with an easy trend to prices about sums up molasses situation. Large shipments are arriving now, and orders placed some time ago are being filled direct from the wharves. Buying from country dealers has been quite generous, and locally there has been more interest than for some time past.

Barbadoes Molasses—	Prices for Island of Fancy.	Montreal. Choice.
Puncheons	.30	.28
Barrels	.33	.31
Half barrels	.35	.33

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04
Pails, 38½ lbs., $1.85; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 50
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lbs. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

SPICES.—Prices have been maintained at the same level as formerly quoted, but market is none too strong. There has been a good demand; indeed, this has been characteristic of the business all spring.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	25—30	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	28—33	..—1 00	.....
Curry powder	..—35	.....	.....
Ginger, Cochin	18—20	.....	.....
Ginger, Jamaica	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 50—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamon seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Dutch, per lb.	....	0 15
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 15	0 18
Celery seed, per lb., in bulk	0 30	0 35
Cayenne, Chillies	....	0 25
Shredded cocoanut, in pails	0 18	0 20

NUTS.—Shelled walnuts are scarce, and price has advanced 1 cent a pound, quotations now being 39 to 40 cents. Principal trade now is in walnuts and almonds, though new Brazils are selling well.

Shelled walnuts, per lb.	0 39	0 40
Shelled almonds, 28-lb. boxes, per lb.	0 42	0 44
Finest filberts		0 13
Pecan	0 16	0 18
Almonds	0 18½	0 20
Walnuts, Grenoble	0 18	0 19
Walnuts, Marbots	0 15	0 16
Brazils, new	0 13½	0 14½
Peanuts	....	0 13
Peanuts (G)	....	0 09

DRIED VEGETABLES.—Business is seasonable and stocks fair. Prices have not changed, but market is firm.

Beans—		
Hand picked, per bush.	2 40	2 50
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

ONTARIO MARKETS.

Toronto, May 21.—Business conditions are only fair comparatively, but in this connection it would appear that retailers generally throughout the province are pruning their stocks carefully and buying with better foresight and judgment than has been the tendency in the past. The improved weather may help the general trade spirit, but at this season occasional rain is better for the country than hot sunshine. Wholesalers with a western connection will keep a close eye on the crop situation from now on.

SUGAR.—Following the continued advances of Cuban raws and the increases of New York refiners, and coincident with a rise of ten points in that market, Canadian refiners on Tuesday put sugar up another 10 cents, making the second advance within the week. All New York refiners are now selling at $4.10, f.o.b., New York, with a 2 per cent .discount. In Canada the basis is now $4.35 for Montreal and $4.25 for Nova Scotia, in barrels, f.o.b., Montreal. The whole position has developed remarkable strength within past two weeks, following advices from Cuba, where the campaign is closing up fast. Private telegrams of Saturday reported a reduction of 35,000 tons in the estimates, and only 101 central factories grinding, against 173 at the high point this season, and compared with over 150 at same time last year. This has had its effect in Europe, where much strength has developed in the tone in regard to both beet and canes. Reports to hand thus far are to effect that over 222,000 tons of this year's Cuban crop have been shipped to Europe and elsewhere, which has relieved the situation on this side of water very materially, and it is now evident that there is barely sufficient of the crop left on hand to provide for American refiners' requirements. In view of this, purchases within the past two weeks have been exceptionally heavy, each succeeding sale recording fractional advance until at time of going to press we hear of sales for prompt shipment 2½c, New York in bond, and for later shipment at 2 5/16. It will thus be seen that with the falling-off in production, in conjunction with the very material increase in consumption that is bound to ensue at this season of the year, there is no saying where prices may go to, and from all advices those most actively interested are preparing against all contingencies.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 41
20 lb. bags	4 51
10 lb. bags	4 56
2 and 5 lb. cartons	4 71
Second grade granulated, 100-lb. bags	4 31
Nova Scotia refined, 100-lb. bags	4 31
Western Ontario refined, 100-lb. bags	4 31
Extra Ground Sugars—	
Barrels	4 81
50 lb. boxes	5 01
25 lb. boxes	5 21
Powdered Sugars—	
Barrels	4 61
50 lb. boxes	4 81
25 lb. boxes	5 01
Crystal Diamonds—	
Barrels	5 16
100 lb. boxes	5 16
50 lb. boxes	5 26
Paris Lumps—	
100 lb. boxes	5 16
50 lb. boxes	5 26
25 lb. boxes	5 46
Cartons (20 to case)	7 21
Cartons (50 to case)	7 21
Crystal Dominoes, cartons	7 40
Yellow Sugars—	
No. 1	4 01

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—With warmer weather and a more plentiful supply of

fresh fruit and vegetables, there is less demand for dried fruits, and stocks are low. Evaporated apples are scarce and high in price; prunes can be sold at almost any price asked, but market is not buying heavily. Figs are practically cleaned up. There is considerable strength in peaches in view of reported frost damage to new crop, but no advances have been made to the trade, although prices are low; there is little demand in this department at this season.

Apples, evaporated, new per lb.	0 10½	0 11
Apples, evaporated, old, per lb.	....	0 08
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06½	0 06¾
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06½	0 09
Hallowees	0 05¾	0 06
Figs—		
3 crown layers	0 10	0 11
4 crown layers	0 10½	0 11½
5 crown layers	0 11½	0 12½
6 crown layers	0 12½	0 13½
7 crown layers	0 14	0 15
Fine pulled	....	0 14
Natural figs, in bags, lb.	0 06	0 06½
Prunes—		
30-40s, Californias, 25 lb. boxes	0 13	0 15
40-50s, 25 lb. boxes	0 12½	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08¾	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 09
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 06	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06¾	0 07½
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

SYRUP.—Usually inclined to be weak at this season, when there is little demand, corn syrups are holding firmly in view of the advance in corn prices; however, an advance in prices is hardly to be looked for at this season. Barbadoes is strong in primary markets, but the local consumption is light, and prices remain the same.

Syrups—	Per	case.
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

RICE.—Reports from England indicate strength in the rice markets, and prices remain firm.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 05
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 06½	0 07½
Java, per lb.	0 06¾	0 07
Carolina, per lb.	0 10	0 11½
Sago—		
Brown, per lb.	0 04½	0 05
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	0 04½	0 05
Seed pearl	0 05	0 05½
Flake	....	0 09½

DRIED VEGETABLES.—Stocks of dried vegetables are being pretty well cleared up, and dealers generally are in good shape. Prices hold except with regard to some odd lines of inferior quality where quotations are down.

Beans—	Per	bushel.
Canadian primes	2 10	2 25
Canadian, extra H. P.	....	2 25
Yellow eyes	3 00	3 25
Brown	....	3 25
Lima	0 08	0 08½
Peas, blue Canadian, per bush.	2 00	2 25
Peas, green, imported, bush	....	2 40

COFFEE.—The coffee market is continuing its strength. Shipments are coming on of Mexican stocks, and there is little uneasiness now in that quarter, particularly as crop from Southern Republic is not an important factor in relation to the whole.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	0 17	0 18
Santos	0 19	0 21
Chicory, per lb.	0 10	0 12

TEAS.—Teas continue their strength, with cheap grades particularly scarce. A good business in package teas is reported. The new Indian crop is now coming into market, but, while it is of good value, it is not a very important factor in relation to supply in general.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

NUTS.—Considering the season, nuts are holding to a firm market, and this is particularly true with regard to shelled walnuts, where there are fractional increases in prices.

In shell—	Per	lb.
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 45	0 50
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 39	0 41

SPICES.—The market for spices remains without feature, although with the approach of the preserving and pickling season, more interest is being displayed by grinders.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole		0 12—0 15
Cinnamon, whole		0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia		0 25—0 35
Cloves, whole		0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder		—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole		0 22—0 25
Ginger, African, ground		—0 16
Mace		0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s		—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins		—0 55
Pastry spice		—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole		0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole		0 26—0 28
Pickling spice		—0 15
Turmeric		0 25—0 35

CANNED GOODS.

MONTREAL.—Another advance took place this week in Canadian sardines, and they are now quoted at $3.90 to $4. They are reported scarce. Confirmation has been received of recent report that new crop of French peas had been damaged. This will mean higher prices and a scarcity of this line again this year.

TORONTO.—Reports of the damage to the peach blossoms in the Niagara belt are having a marked effect in canned goods market where the prices have already been advanced 15c to 20c a dozen and further advances may be looked for if damage reports are confirmed. Although it is the weak season for canned goods in general, peas, tomatoes and corn are holding firm, and seem likely to do so at least until there are definite reports of the acreage for 1914.

Salmon—		
Fraser River Sockeyes—		
1 lb. talls, dozen	2 25	2 30
1 lb. flats, dozen	2 25	2 45
½ lb. flats, dozen	1 35	1 45
Northern River Sockeyes, dozen, 1's	....	2 10
Red Springs, dozen	1 85	1 90
Cohoes, dozen	1 45	1 50
Pinks, dozen	0 95	1 00
Sardines—		
Domestic, quarters, case	3 50	3 75
French, quarters, case	13 50	15 00
Norwegian, quarters, case	10 00	11 00
Portugese	8 00	12 00
2's Refugee or Valentine (green)		0 87½

MANITOBA MARKETS.

Winnipeg, May 20.—Sugar has advanced 10 cents per cwt., with seasonable demand. Syrup remains the same. There is also no change in molasses.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 80
Extra ground or icing	5 30
Powdered	5 10
Lumps, hard	5 75
Montreal, yellow	4 40
Sugar, B.C.—	
Extra standard granulated	4 80
Yellow sugar, No. 1	4 40
Yellow sugar, No. 2	4 25
Yellow sugar, No. 3	4 15
Bar sugar	4 95
Icing sugar	5 15
Powdered sugar	4 95
H. P. lumps	5 65
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 70
Barrels, per cwt.	4 65
Halves, 50 lbs., per cwt.	4 70
Bales, 20 lbs., per cwt.	4 75
Powdered, barrels	5 00
Powdered, 50s	5 35
Powdered, 25s	5 65
Icing, barrels	5 30
Icing, 50s	5 55
Icing, 25s	5 70
Icing, pails	5 70
Cut loaf, barrels	5 40
Cut loaf, 50s	5 65
Cut loaf, 25s	5 90
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-1b. tins, ¼ doz. in case	2 77
Cases, 10-1b. tins, ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
B. C. Cane Syrups—	
2 lb. tins, 2 doz. to case, per cs.	2 85
5 lb. tins, 1 doz. to case, per cs.	3 20
10 lb. tins, ½ doz. to case, per cs.	3 00

(These prices prevail in Winnipeg, Calgary, Regina,

Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35

Maple Syrups—	Per case.
Imperial quarts, case 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case, ...1	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUIT.—As was indicated as probable last week, a further advance has been made in evaporated apples, these now being quoted at 11c. They are expected to go still higher before the new crop.

At the present low price of peaches, the demand is exceedingly heavy, this being practically the only line of dried fruit which can be secured at a reasonable figure.

	Per lb.	
Apples, evaporated, new, per lb.		0 11
Apricots—		
Extra choice		0 18½
Choice		0 18
Standard		0 17
Slab		0 15
Currants—		
Dry clean		0 06¾
Washed		0 07½
1 lb. package		0 08
2 lb. package		0 16
Dates—		
Hallowi, loose, per lb.		0 05¾
Hallowi, 1 lb. pkgs.		0 06⅝
Figs, Cooking—		
Choice, bags		0 05⅝
Nectarines		0 15
Peaches—		
Standard, 25-lb. boxes		0 07½
Choice, 25-lb. boxes		0 07¾
Extra choice, 25-lb. boxes		0 08⅛
Prunes, in 25-lb. boxes—		
90 to 100		0 07½
80 to 90		0 08
70 to 80		0 09⅝
60 to 70		0 10⅝
50 to 60		0 11⅜
40 to 50		0 13
Raisins, Valencias—		
Valencia selects, 28's		1 32
Valencia selects, 14's		0 94
Valencia layers, 28's		1 90
Valencia layers, 14's		0 97
Extra select Valencias, 28's, box		2 15
Raisins, Sultanas—		
California		0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown loose, 50s		0 08⅝
3 crown, lose, 25s		0 08⅞
Choice seeded, lb.		0 09⅝
Extra fancy seeded, lb.		0 10

TEA AND COFFEE.—It is expected that there will be an advance of ¼ to ½c. on Rio and Santos. The Mexican situation gives ground for this expectation, all the supply of coffee being rendered less by reason of the trouble there.

	Per lb.	
Coffee—		
Rio, No. 5, green		0 13½
Rio, roasted	0 15¾	0 16
Santos, green, No. 4	0 14¾	0 15
Santos, roasted	0 21½	0 22½
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired		0 25
India and Ceylon—		
Souchongs		0 30
Pekoe Souchongs		0 35
Pekoe		0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum		0 35
Common moning		0 25

RICE AND TAPIOCA.—Japanese and Siamese markets remain steady, but there has been a slight drop in Patna prices, these now being quoted at ½c. lower.

Rice—		
No. 1 Japan, per lb.		0 05⅞
No. 2 Japan, per lb.	0 04¾	0 04⅞
Siam, per lb.	0 05	0 06
Patna, per lb.	0 05	0 06
Carolina, per lb.		0 08
Sago, pearl, per lb.		0 04
Tapioca, pearl, per lb.		0 04½

BEANS.—Beans have advanced still further in Ontario, and it is a matter of only a very short time before Manitoba prices will follow. Stocks carried are far from heavy and the demand is strong.

BEANS—		
Austrian, hand picked		2 35
3 lb. picker		2 10
Peas—		
Split peas, sack, 98 lb.		3 40
Whole peas, bushel		2 00
Barley—		
Pot, per sack, 98 lbs.		3 10
Pearl, per sack 98 lbs.		4 60

NUTS.—Another advance of ¼c has taken place in peanuts. Crop has not been as large as was expected, the rise being a natural outcome.

Almonds, Tarragona		0 17½
Brazils		0 14½
Filberts, Sicily		0 13¾
Peanuts, Jumbos, roasted	0 11¾	0 14
Peanuts, choice, roasted		0 11¼
Pecans		0 20½
Walnuts, Grenoble		0 17
Walnuts, Marbot		0 14
Shelled—		
Almonds		0 42¾
Walnuts		0 40

SPICES.—No change.

BROOMS.—Conditions the same. Strong demand and every indication that an advance will take place shortly.

CANNED GOODS.—There has been quite a general advance in prices, canned meats especially moving upwards. Of the canned vegetables, corn and tomatoes show the greatest tendency for higher prices. Peaches have already been advanced, present quotations on first quality 2's per case being $2.65.

SASKATCHEWAN MARKETS.

By Wire.

Regina, Sask., May 21.—Business is quiet throughout this district. Campbells have reduced the price of all soups 20 cents per case, to take effect immediately. Eggs are up to 22 cents. Potatoes are slightly advanced, and selling at $1.15. Salmon is higher.

Produce and Provisions—		
Butter, creamery, per lb.		0 30
Butter, dairy, No. 1, 20c; No. 2		0 15
Cheese, per lb.	0 14⅝	0 15¾
Eggs, fresh, per doz.		0 22
Lard, 3's, per case		7 92
Lard, 5's, per case		7 85
Lard, 10's, per case		7 75
Lard, 20's, each		2 60
Dried Fruits—		
Apricots, choice		0 17⅝
Currants, gulf cleaned		0 08¼
Figs, natural 6's		0 06¾
Evaporated apples, per lb.	0 11½	0 12¼
Dried peaches, 25s		0 08
Dried peaches, choice, 25s		0 09½
Prunes, 70-80, 25s		0 10¾
Raisins, muscats, 50s		0 08¾
Raisins, muscats, 25s		0 09
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 08¼
Green Fruits and Vegetables—		
Apples, Wash., box	2 00	2 50
Apples, B.C., box	2 00	2 50
Celery, Cal., doz.		1 25
Grape Fruit, Florida		6 80
Lemons, Messina		5 50
Lemons, California		5 00
Oranges, navel	3 25	3 75
Onions, Australian		5 25
Tomatoes, Cal., case		2 50
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts		0 14½
Walnuts		0 19
General—		
Potatoes, per bushel		1 15
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian		2 65
Coffee, whole roasted, Rio		0 17
Rice, per cwt.		3 90
Sugar, standard, gran., per cwt.		5 12
Sugar, yellow, per cwt.		4 67
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.		3 82
Corn, standard, per 2 dozen		2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches		2 91
Strawberries and raspberries		4 20
Tomatoes, standard, per dozen		2 65
Salmon, Sockeye, 1 doz. case, 1s	8 50	9 00
Red springs, 1s		6 70
Cohoes, 1's, $5.50; hump back, 1's		3 60

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., May 21.—Sugar is the most important feature in the market; advanced 10 cents, and this is expected to be followed by others; market is gaining strength, and next two months will mean heavy consumption. Cornmeal, ordinary, has advanced, and yelloweye beans are firmer. Compound lard is slightly easier; pure is also lower. New cheese is easier. Eggs and butter hold the same.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.		0 17
Beef, barrel	23 75	25 00
Beef, corned, 1 lb.	2 55	2 75
Beef, corned, 2 lb.	4 25	4 85
Pork, American clear, per bbl.	24 25	26 25
Pork, domestic, per bbl.		29 50
Butter, dairy, per lb.	0 28	0 32
Butter, creamery, per lb.	0 30	0 31
Cheese, new, lb.	0 14¾	0 15
Eggs		0 22
Lard, compound, per lb.	0 11½	0 12¾
Lard, pure, per lb.	0 13¾	0 14
Flour and Cereals—		
Cornmeal, gran.		5 50
Cornmeal, ordinary, bags		1 70
Flour, Manitoba, per bbl.		6 45
Flour, Ontario, per bbl.		5 85
Rolled oats, per bbl.		5 40
Oatmeal, standard, per bbl.		5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel		1 70
Sugar—		
Standard granulated	4 40	4 50
United Empire	4 30	4 40
Bright yellow	4 20	4 30
No. 1 yellow	3 90	4 00
Paris lumps	5 25	5 50
Molasses, Barbadoes, fancy	0 27	0 28
U. S. onions, bag	4 40	4 50
Currants, 1s, per lb.	0 08	0 08¼
Raisins, California, seeded	0 10	0 10½
Rice, per cwt.	3 40	3 50

Beans—	Per bush.	
Canadian white	2 25	2 35
Yellow eye		3 75

Canned Salmon	Per 1 doz. case.	
Pinks	4 40	4 60
Cohoes	6 00	6 25
Red Spring	7 00	8 00

NOVA SCOTIA MARKETS.

By Wire.

Halifax, N.S., May 21.—Sharp advances feature the week in several wholesale grocery lines. Canned meats are marked up—One pound, $2.40 to $2.75, and two pounds, $4.30 to $5; granulated sugar is up 10 cents to $4.40, and all other lines advanced 10 cents. Raisins also are quoted half a cent higher.

INSPECTION OF CURED FISH.

Hon. Mr. Hazen, Minister of Marine and Fisheries, has introduced a bill into the House of Commons to be known as "The Fish Inspection Act." The chief clause is one calling for the branding of barrels of cured herring, alewives, mackerel and salmon, and half barrels of herring and alewives by an inspection officer when the fish is packed in accordance with the regulations. The branding will be done by a hot iron, with marks that will denote the quality of the fish in the barrel, the year of branding, and the officer who inspected them. The fish must be caught by British subjects and cured and packed by British subjects on Canadian soil or on Canadian vessels.

FLOUR and CEREALS

Higher Wheat Prices Strengthen Wheat; Cereals and Mill Feeds also Strong

Wheat Quotations Now Said to Warrant an Advance in the Price of Flour, But Condition of Domestic and Foreign Markets is Unfavorable —Higher Oats Products Talked of.

MONTREAL.

FLOUR.—While business is quiet in the flour market at the present time there has been an almost complete reversal of the situation from what it was a week ago. At that time market was weak and predictions of lower prices were heard. Now market is firm and on Friday last wheat was quoted at highest figure since 1913, and indications now seem to point to an advance as a possibility.

Manitoba Wheat Flour—	per bbl.
First patents	5 60
Second patents	5 10
Strong bakers'	4 90

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots. per bbl.	Small lots. per bbl.
Fancy patents	4 60	5 00
90 per cent.	4 30	4 50
Straight roller	4 10	4 30
Blended flour	4 85	5 25

CEREALS.—Volume of business in rolled oats is limited as usual at this season of year, when, with warm weather, many people turn to some other lines of breakfast food. Sales have been fairly good and prices are steady at $2.15 in bags and $4.55 in barrels. Package goods are selling well in both rolled oats and cornmeal.

Cornmeal—	Per 98-lb. sack
Kiln dried	2 10
Softer grades	1.95
Rolled Oats—	90's in jute
Small lots	2 25
25 bags or more	2 15

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 96-lb. sack	2 50

MILL FEEDS.—While prices of bran, shorts and middlings remain unchanged there has been an advance in the quotations for feeds in which oats are used. Such lines as mixed chop, oat chop, crushed oats and barley chop are now quoted at $30 per ton, an increase of $2 over the previous price. There has been a good demand and some orders are now being taken from the United States. Prices all round show a firmer tendency.

Mill Feeds—	Car lots, per ton
Bran	23 00
Shorts	25 00
Middlings	28 00
Wheat moulee	28 00
Feed Flour	33 00
Mixed, chop, ton	30 00
Crushed oats, ton	30 00
Barley, pot, 98 lbs.	2 75
Oat chop, ton	30 00
Barley chop, ton	30 00

TORONTO.

FLOUR.—A much firmer tone has been indicated with regard to wheat during the last week, with advances on the strength of damage reports from some sections of the United States, winter wheat territory. The result has been that there is a firmer situation for flour, but with the present condition of the export trade it is felt that an advance is not likely, unless further advances are noted.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 55	4 95
90 per cent.	5 05	4 75
Straight roller	4 95	4 55
Blended flour	4 85	5 25

CEREALS.—The firm position of oats and corn adds strength to cereal market, and in some quarters an advance in rolled oats is looked for at any time. At this season of year there is of course a falling off in the consumption of alleged "heating" cereals but it is not of such proportions as those not closely in touch with the trade might expect, and it is not likely to prove a sufficiently strong factor to stay an advance in price if cats continue their present strong position.

Barley, pearl, 98 lbs.		4 50
Barley, Dutch pearl, 98 lbs.		4 75
Buckwheat flour, 98 lbs.	3 75	4 75
Buckwheat grits, 98 lbs.	4 50	4 75
Corn flour, 98 lbs.		2 50
Cornmeal, yellow, 98 lbs.	2 15	2 30
Graham flour, 98 lbs.		2 70
Hominy, granulated 98 lbs.	2 40	2 50
Hominy, pearl, 98 lbs.		2 50
Oatmeal, standard, 98 lbs.		
Oatmeal, granulated 98 lbs.	2 47½	2 60
Peas, Canadian, boiling, bush.		2 75
Peas, split, 98 lbs.	3 25	3 65
Rolled oats, 90-lb. bags	2 25	
Rolled wheat, 100-lb. bbl.	3 00	3 25
Rye flour, 98 lbs.		
Wheatlets, 98 lbs.	2 90	
Whole wheat flour, 98 lbs.		

MILL FEEDS.—Mill feeds are unseasonably strong, considering the fact that pasturage is now getting into good shape. Prices continue comparatively firm and in this connection strong position of wheat and oats is undoubtedly a strong influence.

Mill Feeds—	Mixed cars, per ton	
Bran	23 00	25 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG.

FLOUR AND CEREALS.—While no change has yet come in rolled oats, the high price at which raw material is now selling makes it very clear that this advance must come before any great while.

Manitoba Wheat Flour—	Per bbl.	
First patents		5 30
Second patents		4 70
Strong bakers'	3 90	4 00
Cereals—		
Rolled oats, per 80 lbs.	1 75	180
Oatmeal, fine, standard and gran'd, 98 lbs		2 25

PROVISION TURNOVER EQUAL TO THAT IN GROCERIES.

(Continued from page 39.)

position make it possible for four or five clerks to wait upon a lot of customers during the busy hours.

But it is rather behind the scenes that the careful handling of the business, particularly in regard to fresh meats, is revealed. The accommodation is not extensive, but by exercising great care in keeping the equipment clean and sanitary a great deal is accomplished, and what in many cases is nothing more than waste is made to bring a profitable return. Here the firm make some of their own sausage, and an electric grinder and stuffer have been installed. Some lard is rendered; beef fat also is rendered, and there is found to be a popular demand for this dripping. Smoked and cured meats are secured from the packers. In this department a second refrigerator is installed for caring for the cooked products, etc. Except where fresh meats are handled in a very large way, however, the installation of such a department is not to be considered.

It will be noticed from the sketch that the provision department has its own office, and further than this, it has its own bank account, so that this end of the business may stand entirely upon its own feet.

Provisions with J. A. McCrea & Son have been a successful venture; but over four years of business has impressed upon the heads of the firm the necessity for great care in handling the details and in taking advantage of every possible avenue of return as well as checking every leak. In this respect, and particularly with regard to the fresh meats, it has been found that more care is required than in the grocery business itself—and with the majority of readers such a statement has considerable meaning. The point, however, is evident that there is proportionate profit to the care taken, and no reason why provisions cannot be made to pay handsomely, whether handled on a large or small scale.

Innocent old lady (to grocer)—I hear a great deal about this tango tea nowadays. How much is it a pound?

FRUIT & VEGETABLES

Weather Helps Toronto Markets; Potatoes Going Up Price Scale

Generally Speaking, Demand for Vegetables Has Become Much Stronger and Supplies Are Coming More Freely—Potatoes Up as High as $1.50 the Bag—Green Peas Make Appearance.

MONTREAL.

GREEN FRUITS. — Business is improving somewhat but is still not as goods as could be wished for. Prices vary greatly from day to day. On such fruits as apples, California oranges and grape fruit, tendency is for higher prices. Grapes are practically off the market now. New California cherries are offered at $3.50 to $4 per box. Pineapples are a little higher than last week and prices are very firm. Carolina strawberries continue in good supply and are quoted at 20 to 25 cents for large boxes, while some small boxes have sold at low as 10 cents retail during past week.

Apples—		
Spies, No. 1s, very fine, bbl.	....	9 00
Ben Davis, No. 1s	....	7 00
Spies, in boxes, fancy pack	....	3 25
Russets, in boxes, fancy pack	2 25	2 50
Bananas, crate	2 00	2 50
Cape Cod cranberries, bbl.	....	16 00
Cherries, California, box	3 50	4 00
Grapefruit, 54-64-80-96 size, case	4 75	5 25
Cocoanuts—		
100 to 150 size	....	4 25
Lemons, Messinas—		
Extra fancy, 300 size	....	3 25
Fancy, 300 size	....	3 00
Oranges—		
Mexicans, 150-176-200-216-250	....	2 75
California navels, 146-150-176-200-216-250.	3 65	4 00
Pineapples—		
24 size	....	3 00
30 size	....	2 75
36 size	....	2 75
Strawberries, per box (qts.)	0 20	0 25

VEGETABLES. — There has been little change in vegetables since last report. It is expected that some new local stuff will be brought in by the farmers this week, but so far the trade has been in old vegetables and the usual import lines. The cold weather has held back arrival of local grown early spring green stuff. New Bermuda potatoes are now down to $7 per barrel, and old potatoes are scarcer than ever. New Brunswick potatoes are now held at $1.25 to $1.40 per bag. Spanish onions and red danvers are very scarce and higher than at last report. New cabbage, carrots and beets are cheaper, also Florida green beans. Some small new rhubarb made its appearance this week and is offered at 50 to 60 cents per dozen bunches.

Asparagus, Jersey	4 50	5 00
Asparagus, Canadian, per doz.	....	2 50
Asparagus, doz., basket, California	4 00	5 00
Beans, wax, crate, Florida	3 00	3 50
Beans, green, crate, Florida	2 75	3 00
Beets, bag	....	1 50
New beets, doz.	1 00	1 25
New beets, crate	....	2 00
Cabbage, bbl.	2 75	3 00
Cabbage, per dozen	....	1 25
Cabbage, new, per crate	....	2 50
Carrots, new, case	....	2 00
Celery, Florida, crate	4 00	4 50
Cauliflower, French, doz.	5 00	6 00
Celery, Florida, crate	4 00	4 25
Cucumbers, Boston, doz.	1 00	1 25
Cucumbers, baskets	2 75	3 25
Egg plant, crate, 1 dozen	2 00	2 50
Garlic, per lb.	....	0 10
Lettuce, Boston, box	2 00	2 25
Canadian lettuce, per box, 3 to 4 doz.	....	3 00
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
Spanish, per crate, 150 lbs.	....	5 50
New Egyptian, per lb.	....	0 06
Red Danvers, 100-lb. bag	5 75	6 00
Shalottes, per dozen bunches	0 65	0 75
Parsnips, bag	....	1 75
Parsley, American, per doz. bunches	....	0 75
Parsley, per box	2 25	2 50
Parsley, Canadian, per doz. bunches	....	0 35
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Bermuda, barrel	....	7 00
Green Mountains, $1.25-$1.40; Quebec, bag	1 10	1 15
Potatoes, sweet, Jersey, bpr.	....	2 00
Radishes, per doz. bunches	0 50	0 60
Rhubarb, dozen	1 50	2 00
Spinach, C.H., barrel	2 00	2 50
Sour grass, per box	....	1 50
Turnips, Quebec, bag	....	1 00
Turnips, Canadian, bag	....	0 75
Tomatoes, Florida, choice, crate	....	4 00
Tomatoes, Florida, fancy, crate	4 25	4 50

TORONTO.

GREEN FRUITS.—With the warm weather of past few days there has been a marked change in demand for fresh fruits and business has greatly improved. Apples are now practically out of market, and for those remaining almost any price can be had. California tangerine oranges are also out and bloods are about the end of the run. Grapefruit are getting near the end of the season and price is somewhat firmer. California navel oranges are also somewhat firmer in price and bananas continue at the old figure. Pines are not coming quite so plentifully now, although they will be in the market for a considerable period yet and price is firmer. Cherries are plentiful and price has dropped a dollar a crate. Tomatoes are somewhat cheaper although demand is not being more than met and strawberries are quoted at more reasonable figures.

Bananas, per bunch	1 50	2 00
Cherries, case	2 50	3 50
Grapefruit, Florida, case	4 50	4 75
Grapefruit, Cuban, case	....	4 00
Oranges—		
California, navel	....	3 50
California tangerines, half boxes	....	2 00
California bloods, half boxes	....	2 00
Messinas	....	3 00
Sevilles	....	3 00
Lemons, Messina, 300's, new	3 75	4 00
Pineapples, Cuba, case	2 75	3 00
Pineapples, Porto Rico	....	3 00
Strawberries, North Carolina, quarts	0 15	0 16

VEGETABLES.— A marked change has been noted during the past few days in vegetable market. The warmer weather has increased demand generally and it has had effect of bringing more of the northern grown varieties into the market. Canadian asparagus is coming very freely and price is down to $1.50 basket. Green peas are also in at $3 hamper. Egg plants and sweet potatoes are off market, and Canadian rhubarb alone is being generally sold, with the price down to 40c and 50c the doz. Beans and Florida cucumbers are cheaper, while carrots are firmer. New potatoes are getting cheaper but the old varieties are going up still higher in price; $1.40 is now the usual thing and as high as $1.50 is quoted. New Brunswick stocks are weak and few are coming forward; what is left of the Ontario crop is firmer in sympathy.

Asparagus, Canadian, basket	1 50	2 75
Beets, Canadian, per bag	....	1 75
Green and wax beans, hamper	3 25	3 50
Cabbage, new, Southern, bbl.	2 50	2 75
Cabbage, new, Southern, case	....	2 50
Carrots, Canadian, bag	....	1 75
Carrots, Florida, hamper	....	2 25
Cucumber, Florida, hamper	2 50	2 75
Celery, Florida, case	....	3 50
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	5 00	5 25
Green, doz., Canadian, 20-30c; U.S.	0 40	0 60
Green, long, box	....	1 50
Parsnips	....	1 75
Green peppers, basket	0 75	1 00
Potatoes, New Brunswick, per bag.	1 35	1 50
Potatoes, Ontario	1 20	1 25
Potatoes, new, Florida, hmprs., 1 bu.	2 75	3 00
Peas, green, hamper	....	3 00
Potatoes, new, Bermuda, per bbl.	9 00	11 00
Parsley, doz. bunches, Can., 25c; U.S.	....	0 75
Rhubarb, per dozen	0 40	0 50
Rhubarb, American outdoor, box	2 25	2 50
Spinach, hamper	....	0 85
Spinach, Canadian, hamper	....	1 25
Tomatoes, Florida, per case	....	4 00
Turnips, bag	....	0 75
Radishes, Can., per doz.	....	0 50
Radishes, hamper	1 25	1 50

WINNIPEG.

GREEN FRUIT.—The general trend of prices this week has been upward, apples, bananas, and oranges all advancing somewhat. Cherries have come on the market now, being quoted at $4. First express car of cherries is expected to arrive on the 20th of the month. The demand for fruit is very strong.

Apples—		
Ben Davis, No. 1	....	6 50
Ben Davis, No. 2	....	5 75
Wine saps, Spitz, ex. fancy	....	3 25
Bananas, lb.	....	0 04½
Red bananas, lb.	....	0 06
Cocoanuts, bag	....	6 00
Grapefruit, 54-64-80 size, case	....	5 00
Lemons—		
California	....	5 50
Messina	....	4 00
Oranges—		
California navels	....	4 00
Pineapples, Cuban, crate	....	4 00
Strawberries, Arkansas	....	5 00
Cherries	....	4 00

VEGETABLES.—A number of price changes have taken place; for most part a lower level has been struck, except in some cases where new produce is taking place of old. For vegetables there is a heavy and a growing demand.

Artichokes, per doz.	....	1 75
Asparagus, Illinois	....	2 50
Beets, old, per cwt.	2 00	2 50
Beets, new, doz. bunches	....	1 00
Cabbage, Texas, per ton	....	60 00
Cabbage, California, ton	....	70 00
Carrots, old, per ton	....	50 00
Carrots, new, per ton	....	90 00
Florida celery, crate	....	5 00
Cucumbers, extra fancy, hothouse, doz.	....	2 00
Green peas, lb.	....	0 15
Green pepper, crate	....	5 00
Head lettuce, Texas, hampers	....	3 00
Head lettuce, Cal., crate	....	4 00
Leaf lettuce, doz.	....	0 40

FISH AND OYSTERS

Good Season for Fresh Fish Indicated by General Reports

Montreal Has Some Short Lines But Toronto Market is Well Supplied—Halifax Reports That Heavy Exports Are Being Made to American Markets.

MONTREAL.

FISH AND OYSTERS. — Trade is fairly active and prospects are for a good demand all through the season. River fish are already showing signs of being exhausted, while the supply of lake fish is improving. Dore, for which season re-opens on the 15th, are expected to arrive in large quantities. The demand is also very good for lake trout, white fish and pike, and good-sized shipments are being delivered daily. Halibut will be in better supply than it has been since season started some time ago, due to more fishing vessels being in operation. Prices have gone down ½ cent a pound this week and the probabilities are that another small cut may offer before next week. British Columbia fresh salmon is scarce. Small lots reach here every few days and bring fabulous prices. Gaspe salmon has not shown any appearance yet though it is usual about this time of year to hear something about it, but as the season on our eastern coast is unusually late it is expected that the salmon fishing will not be resumed this year for sometime yet. Floating ice is even interfering with haddock fishing just now, particularly in the north-eastern part of Nova Scotia. Brook trout is improving but so slowly it has had no effect on prices yet. A little improvement is noticed in pickled lines, such as Gaspe salmon, pickled Labrador herring and imported herring. The rest of the list is very quiet. Shell and bulk oysters, shell and bulk clams, scallops, etc., are slow and unchanged in prices. Lobsters are very plentiful and prices have apparently reached the bottom.

TORONTO.

FISH.—Business continues good in fresh fish with a plentiful supply of both lake and river varieties in most lines; whitefish is particularly plentiful. Herring and pickerel are scarce. Lobsters are coming in freely and there is also a plentiful supply of halibut and British Columbia salmon. Prices generally are unchanged.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 10	0 11
Haddock, fancy, express, lb.	0 05	0 06
Steak cod, fancy, express, lb.	0 06½	0 07
Round pike, fancy, express, lb.	0 08	0 08
Flounders, fancy, express, lb.	0 06	0 08
B. C. salmon, fancy, express, lb.	0 18	0 19
Buck shad, fancy, express, each	0 50	....
Roe shad, fancy, express, each	1 00	0 80
Shad herring (Gaspereaux), each	0 03	0 03
Carp, per lb.	0 07	....
Dressed bullheads, per lb.	0 09	....
Dressed perch, per lb.	0 10	....
Brook trout, per lb.	0 28	....
Whitefish, per lb.	0 13	0 13
Lake trout, per lb.	0 13	0 12
Bluefish, per lb.	0 15	0 13
Herrings, per 100 count	....	1 75
Dore, per lb.	....	0 12

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	...	.06-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, bon'eless, per lb.	.10	.10
St. John bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.00	1.15
Kippered herrings, selected, 60 in box	1.00	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.22	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	.15-.16	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Cohoes or silvers, lb.	.08½-.09	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.06-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tullibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dressed or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lb.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls. 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 50	....
Herrings, Labrador, half bbls.	3 50	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	..	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imported milkers, hf bbls	5 00	....
Holland herrings, imported milkers, kegs	0 75	....
Holland herrings, mixed, half bbls.	6 00	....
Holland herrings, mixed, kegs	0 65	0 65
Lochfyne herrings, kegs	1 25	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb	7 50	7 50
Dried hake, medium and large, 100 lb.	7 00	....
Dried pollock, medium and large, 100 lb.	7 00	....
Dressed or skinless codfish, 100-lb. case	7 00	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs per lb.	0 07½	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed best standards, quart cans, each	0 35	....
Sealed best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	12 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	7 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, per lb.	0 18	0 40
Boiled lobsters, medium and large, lb.	0 20	....

WINNIPEG

FISH AND POULTRY.—Fresh fish has come on the market in reasonable quantities earlier than was expected a week ago. The boats have been out on Lake Superior for a week or ten days, but little or nothing was caught until first of this week, a good shipment of fresh caught trout reaching Winnipeg on Wednesday.

Supply of salmon from the Coast is also larger than was expected. Mild weather has obtained there, making a heavy catch possible.

Price changes are noted in halibut, salmon, and lake trout. While these are in an upward direction, it does not really indicate an advance, these higher quotations being for fresh fish, which is now taking the place of the frozen stock.

There is a good demand for poultry, and not a great deal on the market.

Fish—		
Fresh, whitefish, per lb.	....	0 06½
Halibut	....	0 11
Salmon	....	0 16
Smelts	....	0 10
Herring	....	0 06
Lake trout	....	0 12½
Cod fish	...	0 10
Cured Fish—		
Smoked goldeyes, per doz.	....	0 50
Finnan haddies	....	0 08½
Holland herring, keg	....	0 68
Labrador herring, ½ bbl.	....	4 25
Poultry, Live—		
Fowls	....	0 12
Chickens	....	0 12
Turkeys	....	0 15
Ducks	....	0 12
Geese	....	0 12
Poultry, Dressed, Fancy No. 1—		
Fowls	....	0 17½
Chickens	....	0 21
Turkeys	....	0 25
Ducks	....	0 22

HALIFAX, N.S.

FISH.—Haddock was the only fish in good supply on local market during week. Good catches of fish have been made, but the most of it was landed at Yarmouth. It is estimated that 150,000 pounds of fish were landed at Yarmouth, and most of it was shipped to the American market. The shipments consisted of cod, haddock and halibut. Lobsters are also scarce here, due to demends of the market across the border.

ST. JOHN, N.B.

FISH.—Shad fishing has begun in the harbor and a few are now being caught. Gaspereaux fishing will continue for a little longer, but the run is now pretty much exhausted. Salmon have not yet commenced to run, but a stray one has been landed. Shad are now bringing from 30 to 35 cents. Halibut and cod are still staple lines with local dealers, but they are watching for the arrival of shad and salmon to add to sales.

PRODUCE & PROVISIONS

Export Business with United States in Butter is Looked For

Packers of Montreal and Toronto Expecting Business to Develop Now That Tariff Wall is Down—Toronto Provision Men Look for Firmer Prices With Seasonable Demands.

MONTREAL.

PROVISIONS.—There has been a fairly steady demand for smoked meats of all kinds, especially with out-of-town trade. The market is usually a little dull at this time of year and it looks as if there would not be much change from present conditions for awhile at least. Collections have been very poor lately and jobbers are complaining considerably just now on this score. Dressed hogs are a little easier with the bulk of sales made at $13.12½.

Hams—	Per lb.	
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	....	0 22
Light, per lb.	....	0 19
Boneless	....	0 25
Peameal	....	0 26
Bacon—		
Breakfast	0 19	0 21
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	29 00
Heavy short cut clear	....	29 00
Clear fat pork	....	28 00
Clear pork	....	27 00
Lard, Pure—	Per lb.	
Tierces, 375 lbs. net	....	0 13
Tubs, 50 lbs. net	....	0 13¼
Boxes, 50 lbs. net	....	0 13¼
Pails, wood, 20 lbs. net	....	0 13½
Pails, tin, 20 lbs. gross	....	0 13
Cases, 10-lb. tins, 60 in case	....	0 13¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 14
Bricks, 1 lb. each	....	0 14¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10½
Tubs, 50 lbs., net	....	0 10¾
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 11
Pails, tin, 20 lbs., gross	....	0 11
Cases, 10-lb. tins, 60 in case	....	0 11¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 11¾
Bricks, 1 lb. each	....	0 12¼
Hogs—	Per cwt.	
Dressed, abattoir killed	12 75	13 00

BUTTER.—Receipts have been better during past week and prices have not changed. Market is firm at present quotation of 25 to 25½ cents for finest creamery. Two cars of creamery have been shipped to the middle west, but there does not seem much chance of doing much business in that direction unless prices improve. Shippers here are watching the New York and Boston markets where prices have advanced to 26½ and 27 cents, and there is some conjecture as to whether the United States or Great Britain will get the first export butter. Present indications seem to point to the former.

Butter—		
Finest creamery, new milk	0 25	0 25½
Dairy butter	0 20	0 22

EGGS.—While receipts of eggs were a little heavier last week than in same week last year there has been no change in prices. Local demand has been fairly steady. Price at the present time is about two cents below figure ruling at this time last year. Western buyers have been picking up a number of lots through the country and this has tended to keep the price steady.

Eggs, case lots—	Per dozen.	
New laids	....	0 24
Splits	0 20	0 21

CHEESE.—Some complaint is heard of prices starting too high this year, as in other seasons, and thus curtailing the profits of dealers and exporters. This is accounted for by too keen competition between buyers, which in order to obtain the goods, rush up prices over and above the export basis and that means a loss eventually. Prices are unchanged from last report. Full grass cheese will, it is expected, be late this year. Some dealers say it will not be on the market before the first week in June, or at the earliest not before the last week in May.

Cheese—		
New make	0 14½	0 15
Old specials, per lb.	0 15	0 16
Stilton	....	0 17

HONEY.—The market is quiet, the consumption of honey having fallen off since the supply of maple syrup came in. Prices are the same as last week.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY.—Sales have been fairly good and there has been a brisk demand for all lines. Prices are still firm and it is thought they will continue so for some little time.

POULTRY.		
Fresh stock—	Live.	Dressed.
Broilers, per lb.	....—....	....—0 25
Ducks, milk fed	0 16—0 18	0 18—0 19
Fowl	0 18—0 20	0 17—0 19
Geese	....	0 15—0 16
Turkeys, spring	....	....—0 23
Turkeys, old Tom	....	0 14—0 16
Milk fed chickens, lb.	....	....—0 25
Milk fed broilers, lb.	....	....—0 30

TORONTO.

PROVISION.—Provision market continues with fair business and easy prices. Now that seasonable weather has apparently arrived for a spell an improvement in market is looked for at once and with it there may be an increase in price. The prices of hogs continue very easy and a slight shading off in the prices is noted, although this does not necessarily affect the trade, as the packers are able to maintain the level between the live and cured markets to a large extent. Lard at present prices is easy. An important factor in market of late has been the shipments of hogs from the West, and these are now inclined to fall off owing to low prices and farmers being busy on land.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 17	0 17½
Large, per lb.	0 15	0 16
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 24
Pea meal, per lb.	0 22	0 23
Bacon—		
Breakfast, per lb.	0 18	0 18¾
Roll, per lb.	....	0 15
Shoulders, per lb.	0 14	0 14¾
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14½	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	....	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12½	0 12¾
Tubs, 60 lbs., per lb.	0 12¾	0 13
Pails, 20 lbs., per lb.	0 13	0 13¼
Tins, 3 and 5 lbs., per lb.	0 13½	0 14¼
Bricks, 1 lb., per lb.	0 14¼	0 14¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10¾
Tubs, 50 lbs., per lb.	0 10¼	0 11
Pails, 20 lbs., per lb.	0 10½	0 11½
Hogs—		
F.O.B., live, per cwt.	7 90	8 00
Live, fed and watered, per cwt.	8 25	8 30
Dressed, per cwt.	11 00	12 00

BUTTER.—Butter market is easy, and shows a continued unsettled state. With present weather there should be grass butter on market in about a week and firmer conditions can then be looked for, with prospects of export business. Conditions in the West would indicate that that field will be able to look after itself and the local exporters are showing an interest in American field, where prices are encouraging, since the tariff changes went into effect.

Butter—		
Creamery prints, fresh made	0 23	0 25
Dairy prints, choice	0 21	0 23
Dairy, solids	0 20	0 21
Separator prints	0 22	0 24

EGGS.—With the packers easing up in demand for eggs market continues unsettled with prices about same. Although it is predicted in some quarters that there will be a further easing in price in near future.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 24	0 25
Strictly new laid	0 22	0 23
Splits	0 20	0 21

CHEESE.—New cheese is coming freely into market and with quality uncertain, as is usual at this season, price is easing off. It should only be a short time now until grass products cheese comes along and this should have effect of steadying market considerably.

Cheese—		
Old, large	0 16½	0 17
Old, twins	0 16¾	0 16½
New, large	0 14	0 14¾
New, twins	0 14¼	0 14½

HONEY.—Honey market continues quiet with little demand and prices easy and unchanged.

Clover, bbls., per lb.	0 08	0 08½
60 30-lb. tins, per lb.	0 08½	0 09
10 5-lb. tins, per lb.	0 09½	0 10
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	1 75	2 00

WINNIPEG.

PROVISIONS.—Market is inclined to be firmer. A heavy demand is noted, and farmers now being on land are not coming into market with hogs. The general impression is that the market will go higher. No changes have been noted this week.

Cured Meats—		
Hams, per lb.	....	0 19½
Shoulders, per lb.	....	0 12½
Bacon, per lb.	....	0 25½
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 12
50 lb. tubs	....	6 00
20 lb. pails	....	2 48
3 lb. tins, cases	....	7 65
5 lb. tins, cases	....	7 57½

BUTTER.—The demand is good. So, however, is the supply, and no change in price has taken place.

Creamery, Manitoba	....	0 30
Creamery, Townships	0 32½	0 33
Dairy	0 19	0 24
Cooking	0 12	0 16

EGGS.—A general advance of 1½c. has been struck here, but even this fails to bring out the product. The farmers do not seem to take interest in eggs at the present price.

Eggs—		
Extra first	....	0 21½
Checks	....	0 15½
Extras in cartons	....	0 24½

CHEESE.—There is a big demand for new Canadian cheese. Supply is not very great yet, and the result has been an advance in price varying from ½ to 1c.

No change in price of old cheese is noted. There is practically none on the market.

Cheese—		
Large	....	0 18
Twins	....	0 18
New	0 15½	0 16

BUSINESS FOR SALE

GOOD, LIVE GROCERY BUSINESS IN busy town for quick sale. Stock and fixtures valued at $5,000. Box 315, Napanee. (612)

AGENCIES WANTED

WE SOLICIT REPRESENTATION OF grocer and confectioner lines for British Columbia. Will give preference to firm willing to carry stock here. Smith & Lord, 148 Hastings Street West, Vancouver, B.C. (529)

GROCERY SIDE-LINE WANTED

GROCERY SIDE-LINE WANTED—TRAVELler covering Toronto with Flour Specialty is open to take on good summer line on commission. Young, aggressive, conscientious. Make appointment for interview. Address Post Office Box 476, Toronto. (529)

MANUFACTURER'S AGENT.

Well placed with London Wholesale and Retail Grocers and Stores, desires Sole Representation in London of good Packers of Salmon, Lobster and Canned Meats and Fruits. Commission basis only. Highest references given. Replies to

D. DIXON & CO.,
54 Gracechurch St., London, E.C.

Importing Chinese Eggs

Shanghai Firm Quotes Low Prices to Canadian Dealers—Shipments to Start in September — Stocks Can be Handled on Northwest Passage Without Refrigeration.

The season for shipping Chinese eggs closed about a month ago, but there is every indication that a strong effort is going to be made by some of the dealers and Chinese exporters to place the Oriental egg in the Canadian market after the fall season opens on the 1st of September. This will be just the season when the prices in Canada are beginning to go up the scale, and for this reason this new market is likely to prove an important factor in supplying the demands of this country and particularly the West.

The Chinese egg business for Canada is comparatively new since the coming into force of the new tariff, and up to the end of March, the shipments to the Pacific coast amounted to only about 80,000 dozen. A good portion of these shipments passed through the hands of a Shanghai firm who are making a special study of the business with the idea of developing trade in this country. In this connection they have written to a member of the Canadian Produce Association.

Cold Storage Not Necessary.

The Shanghai firm points out that there should be good business with the opening of the season in September. The refrigerator accommodation from China to the Pacific coast is rather small and irregular, and the space available on the regular lines will hardly allow to accommodate sufficient goods to make the business attractive. There are, however, occasionally steamers of the Shire line which have cold storage accommodation of about 1,000 tons each, and there will probably be a steamer once a month during next season, this firm think.

However, it is pointed out by those exporters, that it is not necessary to ship in cold storage as long as advantage is taken of the accommodation of the steamers of the Canadian Pacific Railway, which make the passage to Vancouver in three weeks or less, and as they run over the north-western route, there is comparatively little danger of the eggs deteriorating during transit. On the other hand, a certain percentage of broken and rotten eggs must, of course, be taken into the calculation; but this firm figures this at the outside at seven to ten per cent.

It is noted from the communication of this Shanghai firm that the eggs are packed in cases of thirty dozen with fillers and ricehusks, similar to those used in the trade with the United States. The Chinese eggs are reported as being thicker in the shell than those produced in Canada, and the weight is estimated at 108 to 110 lb. per 1,000 pieces at the commencement and near the end of the season; the weight in December and January would be about 106 to 109 pounds.

The Shanghai company in connection with their communication inclosed a price list giving details of the basis upon which they are willing to enter into business with Canadian companies. The goods will be delivered CIF Pacific coast ports, and the transportation from there to the interior must be arranged from this end. Goods will be guaranteed in good order and condition before shipment but after shipment all risks will be for buyer's account.

Shanghai Export Price List.

Chinese fresh eggs, in cases of 30 dozen, packed with fillers and ricehusks; weight about 106 to 110 lbs. per 1,000 pieces.

CIF Vancouver and other coast ports by ordinary steamer or in refrigerators; price $3.60 per case.

In the winter the cost will run up to $4 to $4.20 CIF Pacific coast points, or 13½ to 14 cents a dozen.

If eggs can be brought into the Canadian market at the prices indicated, and it appears feasible, it would appear that Chinese eggs might flood the Western Canadian market. Whether they will be acceptable to the trade or not remains to be seen.

GOT GOODS UNDER FALSE PRETENCES.

Edmonton, Alta., May 20.—George Robinson recently finished a 30-day sentence on a charge of beating a grocer, on Jasper Avenue West, out of a bill of goods valued at $5. It appears that Robinson called the grocer up on the telephone and ordered butter, eggs and other eatables valued at over $5, and had the goods delivered to his shack. But upon delivery, Robinson, who was unknown to the grocer, refused to pay for the goods, and in an attempt to force Robinson to either return the goods or pay for same, the grocer had Robinson arrested on a charge of false pretences. The defendant was sentenced to serve 15 days, and when sentence was passed he told the magistrate that such a verdict was an outrage. So the magistrate added 15 more days.

It Is Reasonable

to suppose that you are pushing macaroni these days now that people are eliminating all kinds of luxuries.

L'Etoile

(Star)

Macaroni

has proven itself a prime favorite amongst Ontario merchants, and we will not see it lose the lead.

Hirondelle Brand

(Swallow)

is just as popular in Quebec, too, and elsewhere, so that we have a winning combination.

Patronize Canada's Only Macaroni Firm of Importance.

C. H. Catelli, Limited

MONTREAL

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25 size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER.

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	$1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

FOREST CITY BAKING POWDER

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or cas	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books, each	0 04
100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per dozen, $1.
White Swan Self-rising Pancake Flour per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$ 2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 90
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 80
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 80	0 95
Black currant	0 80	0 995
Raspberry	0 80	0 95

14's and 30's per lb.
Freight allowed up to 25c per 100 lbs.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

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McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Agents in every Province.

McVITIE & PRICE, Limited
EDINBURGH and LONDON

From
the waters of
Norway

the home of the finest sardines in the world—come the

KING OSCAR BRAND SARDINES

Customers everywhere appreciate the superior quality and deliciousness of these carefully packed little fish. They are carefully selected as to size, and only purest olive oil is used in the packing.

Place your order now for the new pack, as the season's demand may exceed the supply.

Get quotations from your Wholesaler

CANADIAN AGENTS
J. W. Bickle & Greening
(J. A. Henderson)
HAMILTON ONTARIO

Don't Pass Judgment

until you have investigated thoroughly the big trade possibilities of the Western market. Every day sees hundreds of new settlers arriving—the people need the goods and the money is here for you.

Manufacturers, Importers, Producers—if your lines can be sold in Canada we will guarantee to sell them in the West. Our efficient sales force cover the ground regularly, making daily calls. Six large track warehouses give ample storage accommodation and insure prompt shipment to the trade.

We have the experience, business ability and financial standing and can guarantee to produce results. This is your opportunity for wider distribution—Get in touch with us now.

Nicholson & Bain

Wholesale Commission Merchants and Brokers

Winnipeg, Man.

Branches: Regina, Saskatoon, Edmonton, Calgary, Lethbridge

Get this fellow working for you

Right now, during the Spring housecleaning season, **Bull Dog** Specialties will pull and hold good trade to your store. The profit makes it worth while stocking these lines.

Bull Dog Cleansers

Clean up everything

Bull Dog Ammonia Powder, **Bull Dog** Chloride of Lime, **Bull Dog** Borax, **Bull Dog** Liquid Blueing, **Bull Dog** Liquid Ammonia.

Order your supply now.

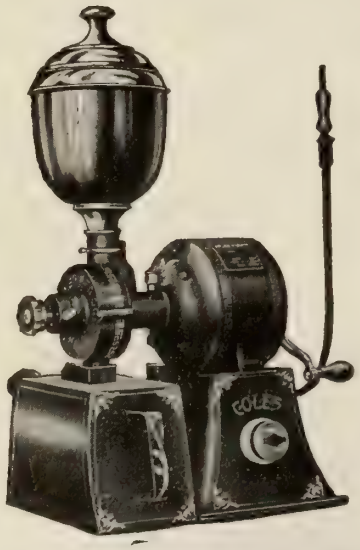
The John B. Paine Co., Ltd.

TORONTO, Ont. MONTREAL

AGENTS:—Marshall Brokerage Co., London, Ont.; W. Lloyd Lock & Co., Winnipeg; Jackson's, Ltd., Calgary; Geo. C. Benjamin, Edmonton, and all wholesale houses.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 15
London Pearl, per lb.	0 22
Special quotations for Cocoa in barrels, kegs, etc.	
Unsweetened Chocolate.	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes.	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, dozen	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q; F M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking), doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 30

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 38c lb.; German's sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 cartons to box, 65c.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 80
Clover Brand, each 4 doz.	4 50
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each 4 doz.	5 00
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30
Presentation (with tumblers) 28c per lb.	

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 85
2 oz. (all flavors), doz.	3 00
2½ oz. (all flavors), doz.	2 38
4 oz. (all flavors), doz.	3 60

Nothing too good for Baby

Baby Food must possess the maximum of Purity and Nourishment.

Borden's
Eagle Brand
Condensed Milk

Is known and recognized in every civilized country as the leading brand of Condensed Milk.

Mason & Hickey
Winnipeg

Branches: Regina Saskatoon Calgary Edmonton

ESTABLISHED 1854.

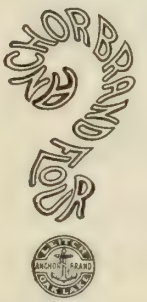
"STAR BRAND"

has been standard for **HAMS, BACON** and **LARD** for sixty years, and continues to merit the favorable verdict of all these years.

The quality and reliability of this brand is the result of many years' experience in Bacon curing. Your customers will appreciate the goods, and your trade will be all the greater if you handle them.

Put up by

F. W. FEARMAN CO., Limited
Hamilton, Ont.



GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake **Manitoba**

Makes a Bond Between Store And Customer

If you can always supply Shirriff's, you can always keep your customers in line.

Once a Shirriff's customer—always one, for she knows she can use less of Shirriff's to get the same results. Its delicious flavor and exquisite bouquet are not even approached by ordinary extracts.

Get your customers solid for this line and they will be solid for your store.

Shirriff's

True Vanilla

is fifty per cent. stronger than the Government standard. It is made from the finest Mexican Vanilla Beans. It has been giving satisfaction for thirty years. Write us.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

5 oz. (all flavors), doz.	4 80
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO.

ANCHOR BRAND.

	Per case.
Ammonia Powder—"Anchor"	
5c cases, 6 doz.	$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25
Baking Powder—"Anchor"	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5 lb. tins, cases 1 doz.	8 40
Chocolate—Unsweetened—"Anchor"	
10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
⅛s, tins, cases 4 doz	0 36
⅛s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35
Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 33
2 lb. tins, whole or ground, cs., 30 lb.	0 32
Cream of Tartar—"Anchor"	Per doz.
10c pkgs., boxes 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40
Custard Powders—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Flavoring Extracts—"Anchor"	
10c bottle	1 00
2½ oz. bottle	2 00
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 00
32 oz. bottle	24 00
64 oz. bottle	48 00
Flour—Potato—"Anchor"	Per doz.
Cases 2 doz.	1 20
Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Mustard, D.S.F.—"Anchor"	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90
	Per lb.
¼s, tins, boxes 12 lbs.	0 38
⅛s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36
Rice, Special Grain—"Anchor"	Per doz.
Cases 2 and 4 dozen	0 90

	Per case
"Anchor" Brand.	
Shaker Table Salt, free running, cases 2 doz., case	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case
25c pkgs., cases 12 pkgs.	2 40

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	3 50

"KOLONA" CEYLON TEA.

	Per lb.
30c black, green or mixed, ½ and 1 lb. pkgs.	0 25
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed.	0 35
60c black, green or mixed.	0 42
80c black, green or mixed.	0 55
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat-Os" Breakfast Food, cases 2 doz.	1 45
	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork, 50 qts., case	8 00
50 pts., case	5 00
La Savoureuse "Claret Crown," 100 pts., case	9 00
St. Nicholas Champenoise Corks, 50 qts., case	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.	
Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb.	0 60½
Cs. 50 ¾ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs.	4 75
Cs. 200 200 grs. pieces, cs.	7 75
Cs. 100 300 grs. pieces, cs.	6 00
Cs. 200 300 grs. pieces, cs.	12 00

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 08
Box, 25 lbs., loose	0 07

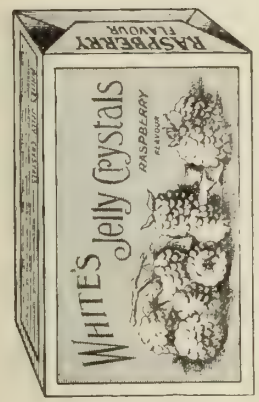
DUFFY & CO. BRAND.

Grape juice, 12 qts.	4 75
Grape juice, 24 pts.	5 00
Grape juice, 36 splits	4 75
Apple juice, 12 qts.	3 75
Apple juice, 24 pts.	4 50
Champagne de Pomme, 24 p.	5 90
Motts Golden Russett.	
Sparkling cider, 12 qts.	4 50

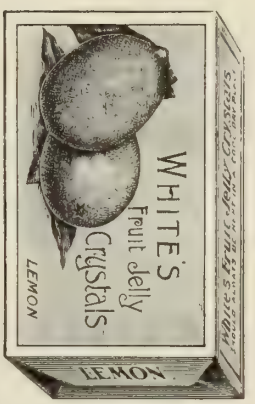
White's Jelly Crystals

(The Original Brand)

are packed in 24 Flavours:



LEMON
ORANGE
RASPBERRY
STRAWBERRY
VANILLA
APRICOT
TANGERINE
CHERRY
DAMSON
PINEAPPLE
RED CURRANT
BLACK CURRANT
CALVES' FOOT
CHAMPAGNE
PORT WINE
MADEIRA
PLAIN
COFFEE
CURACAO
PEACH
NECTARINE
PEPPERMINT
GINGER
SHERRY



SOLE MANUFACTURERS:

WHITE, TOMKINS & COURAGE, Limited

48 Mark Lane, London, England

Established 1841

MILLIONS OF PACKETS SOLD YEARLY

Samples and full particulars may be obtained from

Mr. Robert Dunthorne, 2384 St. Clair Ave. West, Toronto

PHONE JUNCTION 4909

Cleave's

CELEBRATED

DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO—Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

STRAWBERRIES

We are receiving Fresh Cars Daily
Quality Fine and Price Lower

Cucumbers
Pineapples
Cabbage
California Cherries
Oranges—Navels, Medit. Sweets

First Car Late Valencias,
Royal Crest Brand,
Due May 21st.

WHITE & CO., Limited, Toronto

Wholesalers of Fancy Fruits and Vegetables

Branch at Hamilton

Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 splits	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil."

	Per case
Sur Extra Fins, 40 Falcons, cs.	$10 00
Sur Extra Fins, 100 ½ cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 25
Tins—	
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s.	2 10
20s. ½ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & Co., Agents.

Cases, 4 doz. each, flats per case..	5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 doz. case)	$1.90	$1.80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case	$1 60	$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	.07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 50
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz.	2 80

Straight.

Chocolate contains 2 doz.	2 80
Vanilla contains 2 doz.	2 80
Strawberry contains 2 doz.	2 80
Lemon contains 2 doz.	2 80
Unflavored contains 2 doz.	2 80

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naphtha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 00
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD.
EDWARDSBURG BRANDS

and

BRANTFORD BRANDS.

Boxes	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb... cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.06
36 lbs., silver gloss 6-lb. draw lid boxes	.06
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's satin, 1-lb. cartons, brome label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 60
20 lbs. Benson's Enamel (cold water), per case	1 80
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch..	.06

$15.00 a Week for Your Spare Time

Do you want to make more money to get ahead, to get experience that will help you climb the ladder to success? We can help you by appointing you to look after the circulation of MacLean's Magazine and the Farmer's Magazine in your district. You can make $1 an hour if willing and wide-awake. The work is pleasant, healthful, and the training we give in selling will be invaluable to you.

Hundreds are doing this in their spare time. Others at first give spare time, but find it to their advantage to give it their entire time. If you desire to increase your income in this way, write us at once. We give you all the requirements for success, except the determination.

MacLean Publishing Co.
LIMITED
143-149 University Avenue
TORONTO, ONT.

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.
Owen Sound, Ontario

For a good pack of good Lemons, buy

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe
AGENT
TORONTO, ONT.

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

In the Goods and in the Packing

are found those qualities which have given Canadian sea foods so wide a market, and the turnover, heavy though it is, is annually growing.

No brand is so widely called for as the

Brunswick Brand

Our supplies—the choice of the fishermen's catches, together with long experience and modern equipment, we are enabled to turn out the most perfect that can be made.

Our plans always have been to co-operate with the wholesaler and retailer and to give the consumer a good article at a fair price.

Just look over your Stock, Mr. Grocer, and see what "CONNORS" lines you are short. Then order—here is a partial list:—

¼ Oil Sardines	Kippered Herring
⅜ Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies	Clams
(Oval and Round Tins)	Scallops

CONNORS BROS.

Limited

Black's Harbor, N.B.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS. LTD
BLACK'S HARBOR, N.B. CANADA
Diploma awarded at St John Exhibition 1905
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

(120-lb boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb. ..... .10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs. ..... .60

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs. ..... .06½

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs. ..... .07

Barrels, 200 lbs. ..... .06½

Kegs, 100 lbs. ..... .06½

Lily White Gloss—

1-lb. fancy cartons, cases 30 lbs... .07½

8 in case ..... .07¾

6-lb. toy trunks, lock and key,

6-lb. toy drum, with drumsticks,

8 in case ..... .08

Kegs, extra large crystals, 100 lbs. ..... .07

Canadian Electric Starch—

Boxes containing 40 fancy pkgs., per case .... $ 00

Celluloid Starch—

Boxes containing 45 cartons, per case .... $ 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs. ..... .06

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs. ..... .07½

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs. ..... .07½

(20-lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8 oz. pack., 120 pack. per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c, per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz..... 0 90

Clear soups, in stone jars, 5 varieties, doz. 1 10

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case 2 50

5-lb. tins, 1 doz. in case 2 85

10-lb. tins, ½ doz. in case 2 75

20-lb. tins, ¼ doz. in case 2 70

Barrels, 700 lbs. 3¼

Half barrels, 350 lbs. 3¾

Quarter barrels, 175 lbs. 4

Pails, 38½ lbs. 1 95

Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case 2 05

5-lb tins, 1 doz. in case 3 20

10-lb. tins, ½ doz. in case 3 10

20-lb. tins, ¼ doz. in case 3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case ..... $ 1 55

Ontario, per case 1 80

Manitoba, per case 2 30

Saskatchewan, per case 2 60

Alberta, per case 2 70

British Columbia, per case..... 2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case..... 2 95

Manitoba, per case 3 40

Saskatchewan, per case 3 65

Alberta, per case 3 75

British Columbia, per case 3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz. 0 90

Pint bottles, 3 doz., cases, doz.... 1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ½-pints.....	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD. ..

.a size, gross 2 50

5a size, gross .....$ 2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan.....	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY

(Empire Branch)

Black Watch, 6's	.45
Bobs, 5's and 10's	.39
Currency, 5's and 10's	.39
Stag, bars, 5 1-3	.39
Old Fox, 10's	.40
Pay Roll, thick and thin, bars, 7⅓'s	.39
Pay Roll, plug, 7⅓'s	.50
Shamrock, bar and plug	.45
Empire, 6's and 12's	.44
Ivy, 7's	.50
Great West, pouches, 8's	.50
Regal cube cut, 9's	.50
Starlight, 7's	.50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 80 lb. cases.

Black, Green or Mixed.

Blue Label ½s	0 21
Blue Label, 1s	0 20
Orange Label, 1s	0 23
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 23
Brown Label, ¼s	0 30
Green Label 1s and ½s	0 35
Red Label, ½s	0 40

The Canadian Fishing Co., Ltd.

VANCOUVER, B.C.

Producers and Shippers of

PACIFIC COAST FISH of all kinds

FRESH FISH FROZEN FISH
SMOKED FISH SALT FISH

Carload and less than carload shipments

CORRESPONDENCE SOLICITED

Special for Victoria Day

2,000 Bunches
BIG FAT YELLOW BANANAS

3 Cars
EXTRA FANCY CALIFORNIA NAVELS

STRAWBERRIES TOMATOES
PINEAPPLES CUCUMBERS
CHERRIES GREEN VEGETABLES
PEANUTS
Fresh Roasted Every Hour

THE HOUSE OF QUALITY.

HUGH WALKER & SON
Established 1861
GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.
MANUFACTURERS
HALIFAX, NOVA SCOTIA

EVERYDAY LINES

Brooms of quality
Wrapping Paper and Twines
Boss Washers
Mop Wringers
Dustless Mops
Self-Wringing Mops
GlobeWashboards

Walter Woods & Co.
HAMILTON and WINNIPEG

For cold meat dishes

Nothing makes cold meat more appetizing than the piquant, delicious

(Paterson's)

Worcestershire Sauce

Your customers want just such an appetizer and you can best fill their needs with the high-quality "Paterson's."

You should stock and display now.

ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.

BANNER BRAND.

	Price Doz.	Shipping Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.10	33
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	48
	Pail	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.

MINTO BROS., LIMITED.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JAMS AND JELLIES.

T. UPTON & CO.

Pure Fruit Jams—Raspberry and apple, strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12-oz. glass jars, 2 dozen in case, $1.00 per dozen; No. 2 tins, 2 dozen in case, $1.80 per doz.; No. 5 tin pails, 6 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 57½c per pail; No. 7 wood pails, 6 pails in crate, 82½c per pail; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Fruit Jellies—Raspberry, strawberry, black currant, red currant, and pineapple flavors, 9-oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, $1.00 per doz.; No. 2 tin, 2 doz. in case, $1.80 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 82½c per pail; No. 7, tin pails, 6 in crate, 52½c; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality, 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

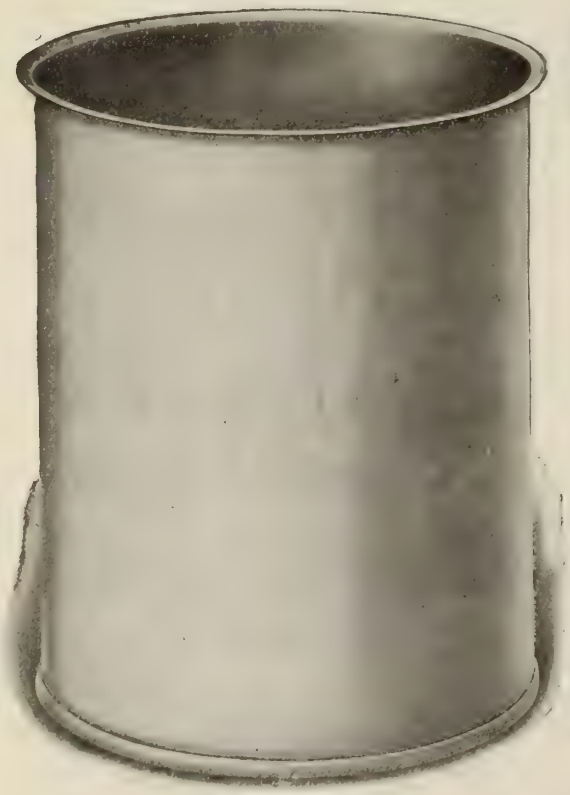
List Price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c packages 1 15



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

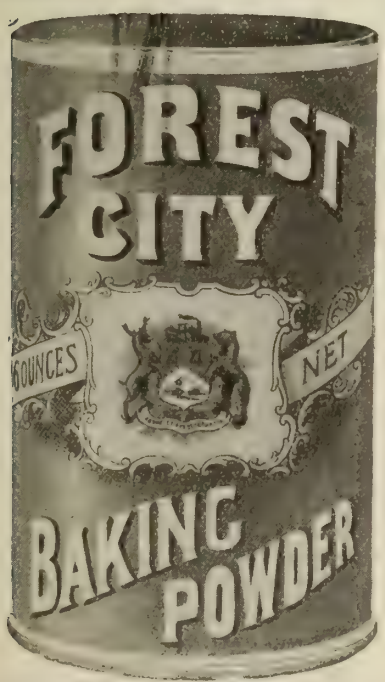
NIAGARA FALLS, ONT.

ZEBRA BRASSO

IN every home there are favorite recipes, favorite methods, favorite polishes. In the best homes BRASSO and ZEBRA are *the* favorites, because they both fulfil their purpose quickly and thoroughly. BRASSO cleans and polishes metals. ZEBRA polishes stoves. ZEBRA and BRASSO are two quick-selling lines, and it will amply repay you to stock them both.

RECKITTS (OVER SEA) LTD., 122 Wellington St. West, Toronto

A Combination of the Best



—makes the baking good

When the housewife uses **Forest City** Baking Powder the result is light, fine-grained, tasty baking.

To the dealer it means a satisfied customer and continued patronage.

Forest City has been a home favorite for over 25 years.

Stock and Display.

Gorman, Eckert & Company
LIMITED
London **Ontario**

Western Selling Agents
Mason & Hickey, Winnipeg

WETHEY'S
CONDENSED
MINCE MEAT

is recognized
from Coast to Coast
as the
standard of excellence

Are you stocking it?

Any Jobber can supply you

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

Raw Materials and Equipment

Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.

The Biscuit & Cracker Mfrs. Co.
105 Hudson St. New York City

You Want This
Taylor's Prepared Mustard
IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted
H. P. Taylor, 14 Place Royale, Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of
BELFAST GINGER ALE
Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

COMTE'S

Satisfaction and profits with every sale.
We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL
COFFEES

The
Condensed Ad.
page
will interest you

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

KEEP POSTED ON SUGAR

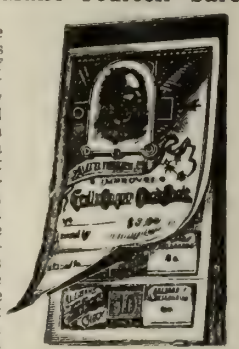
Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

When they ask for credit give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe



Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by the jobbing trade everywhere.
Manufactured by

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

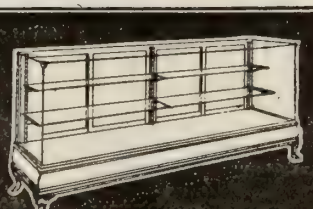
Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

Before placing YOUR ORDER for **SHOW CASES, STORE FRONTS ETC.**



Write us for full particulars and estimates

KENT, SON & CO.
261 King St. West
TORONTO

CLASSIFIEDADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

WANTED—RELIABLE RETAIL GROCER in Toronto or Montreal to handle a weekly supply of fresh eggs. Box 49, Canadian Grocer. 295

BUSINESS WANTED

WANTED TO HEAR FROM OWNER OF good Grocery or Merchandise store for sale.—D. F. Bush, Minneapolis, Minn.

AGENCY WANTED

GROCERY COMMISSION BROKER, OPEN to represent independent or combined canners. Not unwilling to take a financial interest, if necessary. Letters, Box 48, Canadian Grocer.

FOR SALE

GROCERY AND STAPLE DRY GOODS business for sale. Excellent location in growing suburb of this substantial city. Fine opportunity for live man. Brick building, living rooms above store, can be bought in connection. Box 672, Nelson, B.C. (529)

Made $1,000,000 in Twelve Months

It is now ten years or more since Emerson first announced the slogan that made Efficiency famous, "I can show the railroads how to save a million dollars a day." For years he went from one railroad president to another, and met with an almost unanimous series of refusals and rebuffs. One railroad, and only one, appreciated his revolutionary ideas. The Santa Fe Railroad engaged him for a term of three years, and the remarkable results which he produced during those three years are still pointed to as the high-water mark of railroad efficiency.

Efficiency," as is explained by one of the Emerson school in the June MacLean's, is not *Expert Accounting;* it is not *Economy* nor *Energy* nor even *Slave Driving,* nor *System.* Efficiency in business means more *net.* Net means not how much money one takes in but how much one has left.

This series, the first of which appeared in the May MacLean's, has been obtained at a big cost for the sole aim of helping the business readers of the magazines. We came across one reader the other day, who showed us an old copy of Busy Man's, our former name, wherein an efficiency article made his business for him.

The great question in modern business success is in right action. That in a word is what the June MacLean's gives you.

Other articles of most entertaining and interesting importance are given in this issue.

Here are a few:

A Week-End at Rideau Hall.
The Ulster Leader.
Mountain Guides in the Rockies.
Boss Bowser of B. C.
Business Outlook.
28 Review of Reviews.

Send us a postcard and have your name placed on our subscription list.

Subscription $2.00 a year. *Twenty cents a copy.*

WRITE DEPARTMENT M.

The MacLean Publishing Co.
LIMITED

143-149 University Avenue, Toronto, Canada

A Tale *of* Two Shipments

Mr. Brown, a live Western Canada grocer, had long since become disgusted with the way his shipments were received, and was at a loss to know what the solution would be, when one morning it came in the form of

Thompson & Norris Corrugated Boxes

On this morning, two shipments arrived, one in wooden boxes, split as usual and some of the contents leaking out; the other, bottled goods, in T. & N. Corrugated boxes sound as a dollar—no loss—no ill temper, and less freight charges. "That settles it," says Brown, "proper shipment or no order for the next traveler who calls."

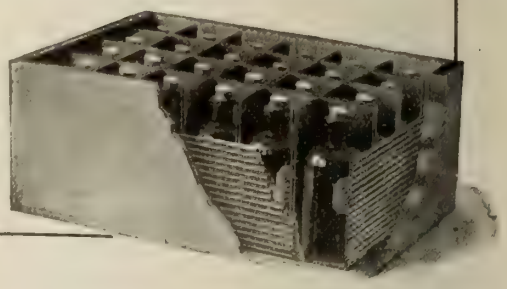
Which is happening to your shipments?

Write for our catalogue and let us prove our proposition to your satisfaction.

The Thompson & Norris Co. *of* Canada

Niagara Falls, Canada

Brooklyn, N.Y.; Boston, Mass.; Brookville, Ind.; London, Eng.; Jülich, Germany



T&N

This Is the Day of Service

YOU aim to serve your customers by making it easy for them to get what they want in your store.

We aim to serve *you* by creating a strong consumer demand for the 57 Varieties and then helping you to bring that demand to *your store.*

To that end we maintain the Heinz Grocers' Service Department. Ask our salesman how we can increase your sales of Heinz Pure Food Products or write us direct.

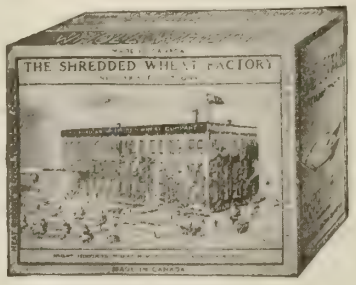
H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
PITTSBURGH, U. S. A.

Not Sold by Weight

The nutritive value of a prepared food is not determined by weight. The purity and food value of

Shredded Wheat

are in the shredding process—the best process ever discovered for preparing the whole wheat grain in a digestible form. We are not selling the raw wheat at so much per pound. Considering its high nutritive value, Shredded Wheat is the cheapest food on earth. It is the one universal staple breakfast cereal, always clean, always pure, always the same price.



TRISCUIT is the Shredded Wheat Wafer — a crisp, tasty, whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases, which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

Made by

The Canadian Shredded Wheat Co. Limited
Niagara Falls, Ont.

Toronto Office :—49 Wellington St. East.

(56-A)

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The Warm Weather Is Coming

MAKE A PROFIT ON WATER

It may be a difficult thing to work up business in everyday water, but there are all kinds of waters, many of which fetch reasonable prices and allow the vendors a good profit.

They are different from ordinary water, as they have mineral properties of great medicinal value.

THE VICHY BASIN IS WORLD-FAMOUS AS THE SOURCE OF WATERS OF TONIC VALUE.

So lose no time in putting in a stock for your better trade.

SOURCE ADMIRABLE—$5 per case of 50 bottles.

SOURCE NEPTUNE—$6 per case of 50 bottles.

SOURCE SANO RIVALE—$7 per case of 50 bottles.

All these lines have been endorsed by the most eminent medical men the world over; in fact, the French Government has even allowed the producers to use their name as one of many guaranteeing the purity.

Lemonade From The Vichy Basin

LA SAVOUREUSE—

$7.50 per case of 50 bottles.
$9.00 per case of 100 ½ bottles.
Sparkling and delightful.

Natural Alcoline Water

All the way from EVIAN LES BAINS.

SOURCE CACHAT—

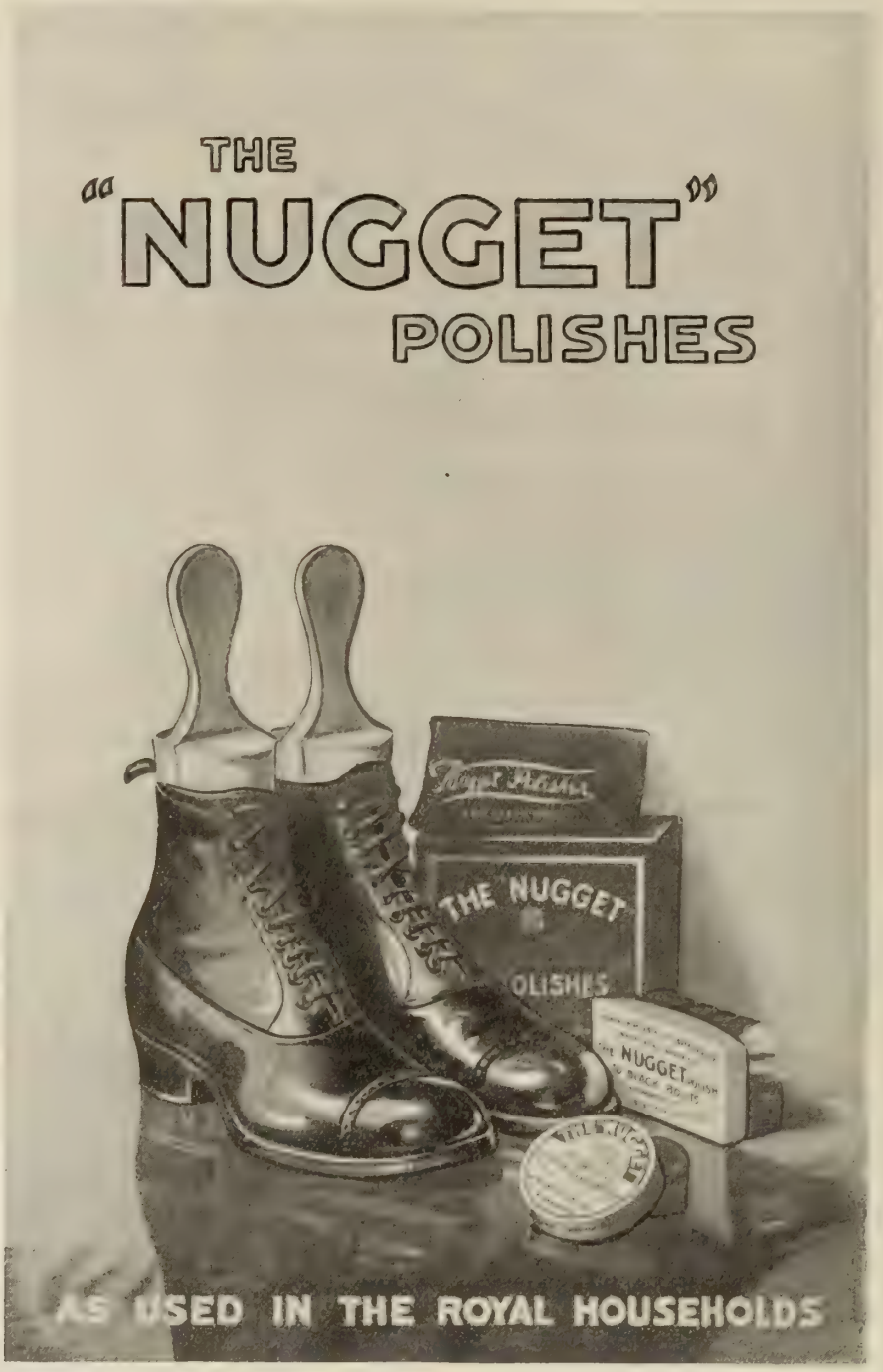
$8.00 per case of 50 bottles.

Laporte, Martin, Limitée

568 St. Paul Street,

MONTREAL

OUR 1914 POSTER



NOW ON THE BILLBOARDS FROM COAST TO COAST

The Nugget Polish Co. Limited

9, 11 and 13 DAVENPORT ROAD TORONTO, ONT.

THE dealer who *sells Peek, Frean* biscuits knows conclusively that he is giving his customers dainty, crisp, satisfying biscuits with a flavor all their own.

Try the famous *P. F. Short Cake.* Over 325,000,000 were sold the first year of its introduction. About 32 to the pound. Also try the *Connaught,* one of our later introductions. About 48 of these make a pound.

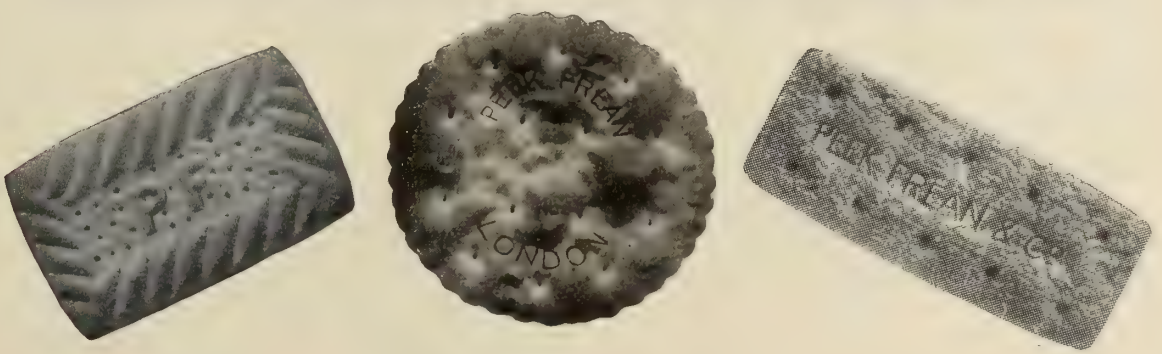
Attractive flavor, nice design. All biscuits shipped in NEW hermetically sealed tins.

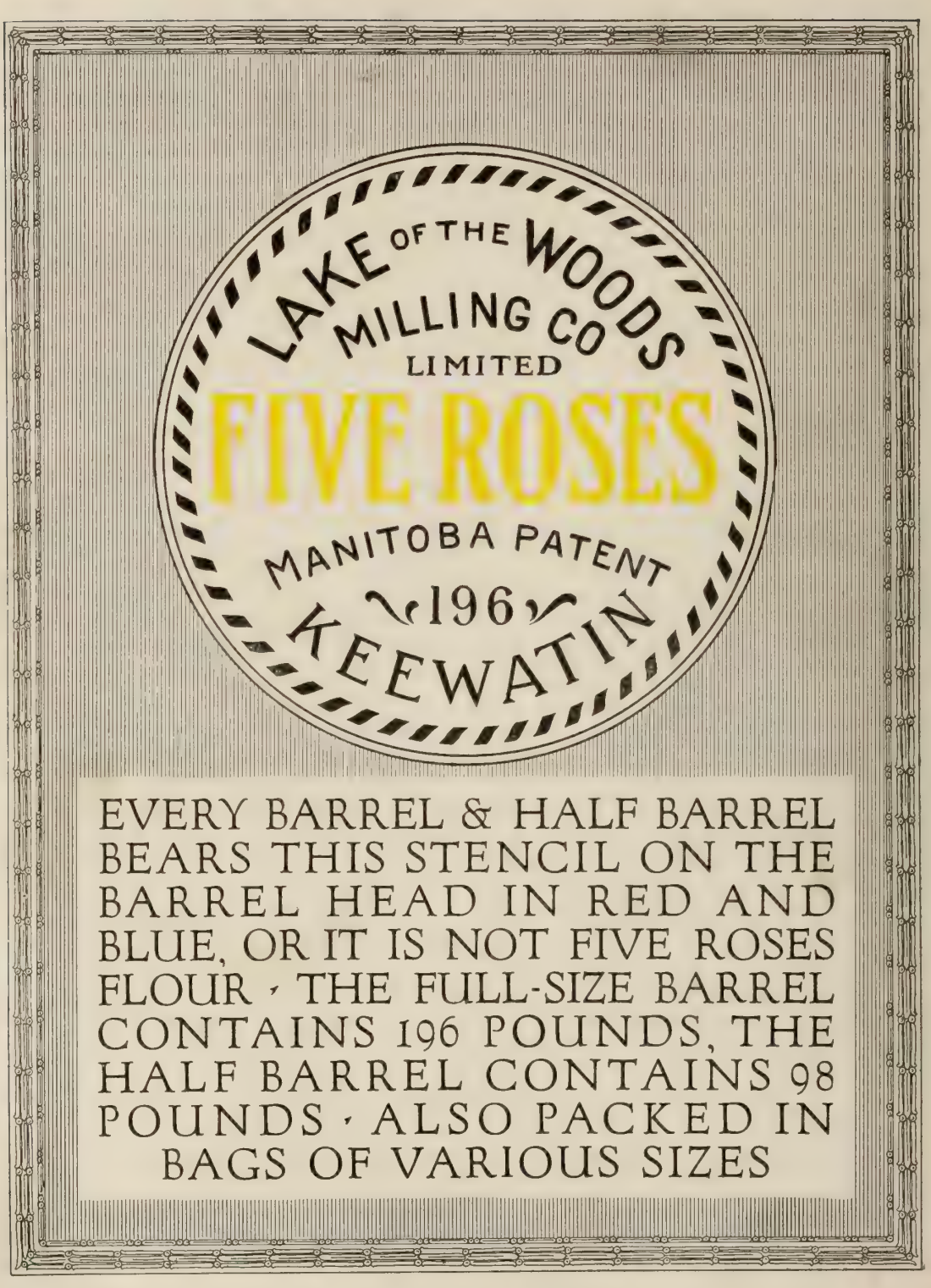
PEEK, FREAN & CO., Limited

Biscuit Manufacturers

LONDON, ENG.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St., Montreal.





EVERY BARREL & HALF BARREL BEARS THIS STENCIL ON THE BARREL HEAD IN RED AND BLUE, OR IT IS NOT FIVE ROSES FLOUR · THE FULL-SIZE BARREL CONTAINS 196 POUNDS, THE HALF BARREL CONTAINS 98 POUNDS · ALSO PACKED IN BAGS OF VARIOUS SIZES

CANNED FISH SELLING FEATURED IN THIS ISSUE

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, MAY 29, 1914. No. 22

"I have got what I wanted"

MANY of *your* customers used "OCEAN" BLUE in the Old Country. They will be delighted to be able to get it right here.

Those who *know* "OCEAN" BLUE *want* it—those who *don't* know it will thank you for introducing it to them. The "Quality" is of that kind which builds up permanent, profitable, patronage—*satisfied customers.*

"OCEAN" BLUE is made by HARGREAVES of HULL (Eng.). Their reputation for making only the *best* of everything—their experience of nearly 50 years in the manufacture of Laundry Blue—a Model Factory—a *world-wide* organization, handling a business which grows bigger every day—*these* are behind "OCEAN" BLUE.

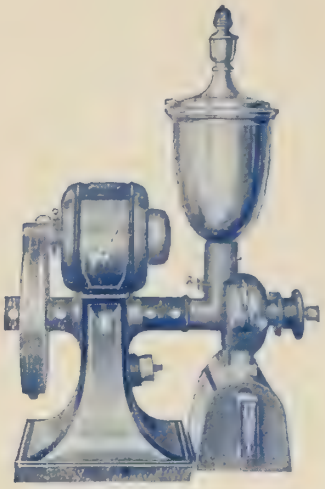
OCEAN BLUE

The last few years "OCEAN" BLUE has *made good* in Canada. From Quebec to Victoria progressive grocers are *featuring* "OCEAN" BLUE and finding the handy packets (squares and bags) growing more popular day by day.

HARGREAVES (CANADA), LIMITED,
Dept. A, 33, FRONT STREET, E. TORONTO.

Western Agents

For Manitoba, Saskatchewan & Alberta—Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary, Edmonton. For British Columbia and Yukon Donkin, Creeden & Avery, 117, Arcade Building, Vancouver, B.C



No. 26
A Small Hobart Model
Capacity 1½ Pounds Per Minute

There's a *Hobart* MILL To Fit Your Business

REG U.S. PAT. OFF.

No Matter How Large or Small

CAPACITIES: From 1 to 20 Pounds per Minute.
PRICES: Made to Fit the Size.
TERMS: No Extra Charge for Liberal Instalment Terms.

Our New Catalog Describes The Whole Famous Hobart Line. Write For It

The Hobart Manufacturing Company

Church and Richmond Sts. Toronto, Ont.

RYAN BROS., 110 James St. East, Winnipeg
Agents for Manitoba, Saskatchewan and Western Ontario

Orinoco TUCKETT'S SMOKING Tobacco

Fine "Old Virginia"

It is not the tasteless sort that has no strength because it is sawdusty. Nor yet is it the strong, nerve-racking weed that kills the average smoker. It is a delightful blend of real "Old Virginia" tobacco that has been properly grown, fully ripened, carefully cured and prepared. It has a rich, mellow flavor and a fragrance that betokens real tobacco goodness. **Try it yourself and stock it for the men who appreciate a good smoke.**

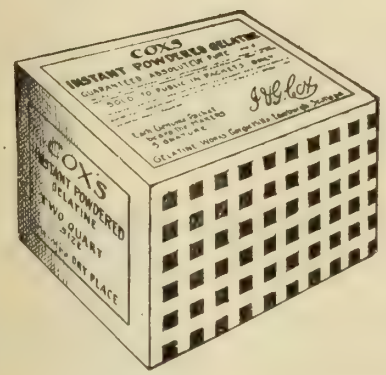
Get "Orinoco" from your wholesaler.

ORINOCO
A MILD COOL SMOKING MIXTURE
TUCKETT'S ORINOCO
MANUFACTURED EXCLUSIVELY FROM THE FINEST SUN DRIED VIRGINIA LEAF
MADE IN ENGLAND

Tuckett Limited

HAMILTON, ONT.

Make extra sales of Cox's and you will make many extra profits. This is an opportune time to feature this leader in your displays.



A delicious summer dessert instantly prepared

Cox's Instant Gelatine is the standard the world over. As a delicious, easily prepared summer dessert it is unsurpassed. Just the thing for serving with fresh fruits. The contents of one package will make two quarts of sparkling jelly.

Your customers will appreciate the absolute purity of Cox's and will be delighted with the delicious flavor.

COX'S

BRITISH MADE

Let us send you samples FREE

We want to show you the many superior features of the "Surety" salesbook. How they save time, prevent mistakes and assure better service.

Our Toronto factory is equipped with every known facility to produce highest quality salesbooks quickly, and our service is unexcelled.

THE SURETY

duplicating or triplicating salesbooks are made in styles and sizes suitable for every business. The back of the original sheet, and the original and duplicate sheets in triplicate book is coated with a carbon that does not smut with ordinary use; gives a perfect copy every time and will not deteriorate with age.

Write to Department "C" for free samples and quotations.

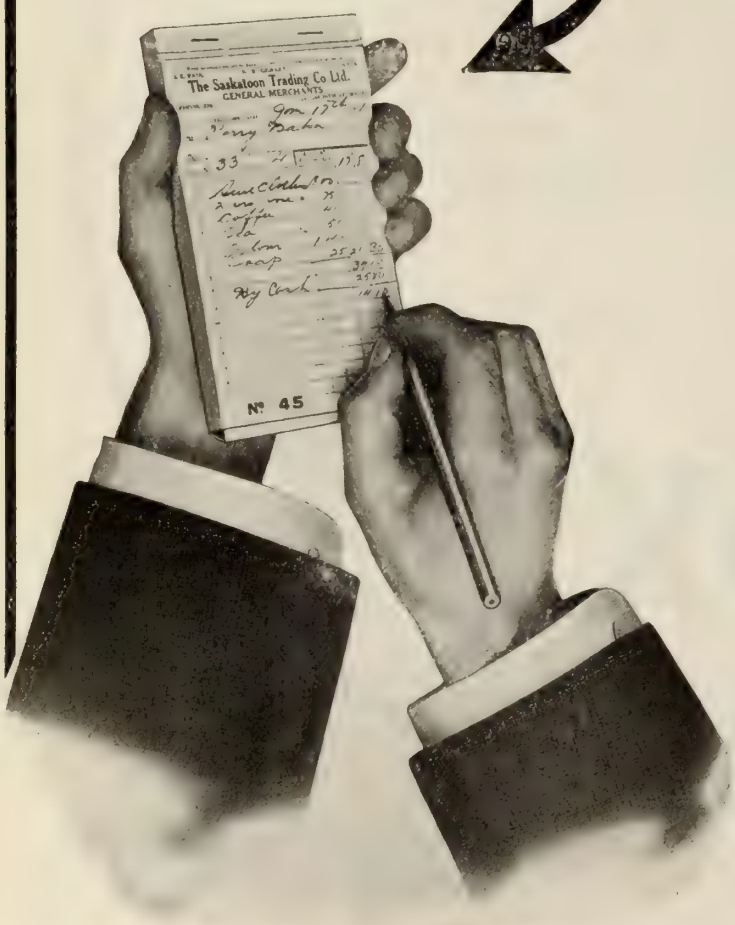
We guarantee satisfaction.

Manufacturers of the McCaskey Account System

The Dominion Register Co. Limited

Toronto Ontario

Trafford Park, Manchester, Eng.



Continental Grocery Bags

Let the fame of the name be your guide in buying.
REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—
As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers Ottawa

Branches: MONTREAL and TORONTO
Agencies throughout Canada

Save Soap by using

SNAP

Tell your patrons of the economy of using **Snap** instead of Soap. A little **Snap** will quickly and thoroughly cleanse the most soiled and grimy hands. Does not injure or roughen the skin.

Snap is a real home economy—your patrons will be glad to use it. Don't forget your profit is good. Keep your stock well filled.

SNAP COMPANY, LIMITED

MONTREAL

—sound buying

The more the gambling feature is eliminated from business dealings of all kinds, the better it is for all concerned.

There is no reason why the same common-sense basis should not be placed on the purchasing of fruit products.

E. D. S. BRAND JAMS, JELLIES, PRESERVES, MARMALADES, FRUIT JUICES, CATSUPS, ETC., have for years held the pinnacle position for *absolute purity* (proven by Government analysis).

We don't ask the dealer to gamble with us on the quality—he gets that if he buys and sells E.D.S. fruit products—he gets what he pays for, and so do his patrons, namely, fresh fruit carefully prepared. No adulteration of any kind. Buy soundly, insisting on E.D.S. lines. The profit for you is good.

Made only by

E. D. SMITH & SON

LIMITED

WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

For the Strawberry short-cake recommend

The strawberry season is here, and the short-cakes with the delicious whipped cream tops are in order.

Your customers perhaps do not know that the large percentage of butter fat or cream in

ST. CHARLES EVAPORATED

milks permit satisfactory whipping. Just the thing to top off a good short-cake, so delicious and economical.

Add a few tins of **St. Charles** to your strawberry displays. The extra profits will well repay you for the extra featuring of this quality line.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building

Vancouver, B.C.

The Japan Tea Market

is now open and we shall get cable advices daily of its condition as the season progresses. Our agents at different points will be thoroughly posted.

FURUYA & NISHIMURA

MONTREAL

Surplus Onion Setts for Planting

We offer surplus of our extra fine stock as below, subject to previous sale. Wire your orders at once.

ONION SETTS.

Dutch Setts, Yellow	$12.00
Dutch Setts, White	13.00
Dutch Setts, Red	12.00
White Multipliers (extra fine)	18.00
Shallots or Multipliers	8.00
Garlic Setts	15.00

Spread your Onion Setts out thinly in a cool, dry place promptly on arrival, and prevent heating and growth.

Write us for anything you need in Seeds.

Toronto Phone Main 1510.

WM. RENNIE CO., LIMITED, TORONTO

A store convenience — costs little — gives big service

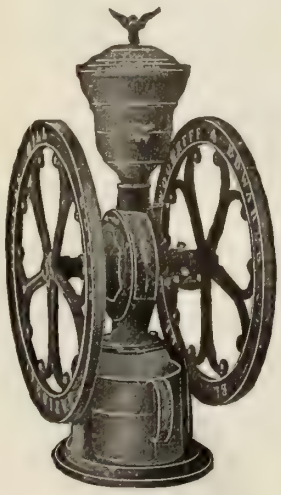
Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

Out of nearly half a hundred sizes and styles of Elgin Coffee Mills



No. 40

No. 40 is one of the most popular

It meets the requirements of the average grocer in a way that is most satisfactory. The Elgin National Mill works like a charm—easy to operate, cuts keen and quickly. The first expense of installation is the only expense—no cost for electric current which is unnecessary in the general grocery business. It will pay you to write for our catalogue and prices.

See last issue of "Grocer" for Jobbers.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

CIRCULAR STYLE

DRY DUSTING MOP

You can retail this style mop at 75c.

YOUR PROFIT IS 50%

On the Tarbox "no oil" Mop. It is chemically treated. It collects dust and holds it.

The Tarbox is a better mop at a lower price—a popular price which is 25 per cent. less than imported mops. It is easier to sell and yields you a larger profit. Sell the

TARBOX

DRY NO OIL DUSTLESS

Mops and Dusters

They satisfy every user. Every user will help you to sell more. That's a fact.

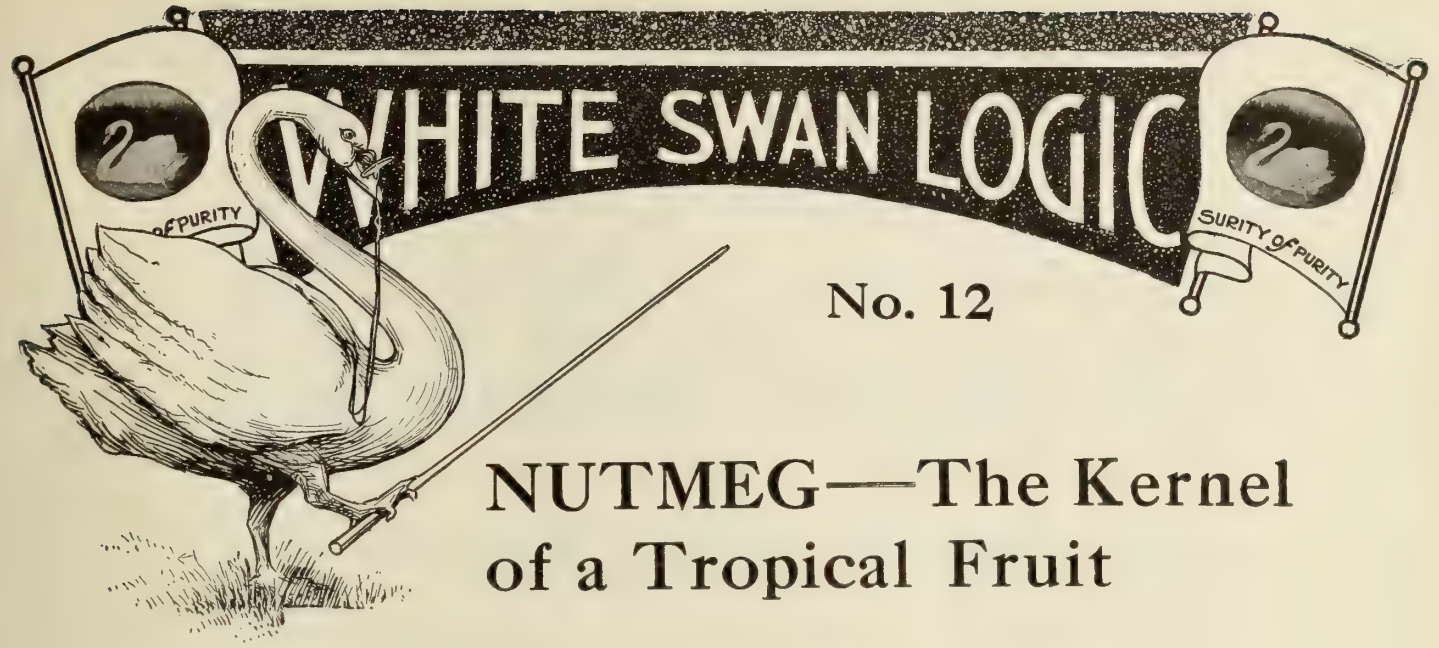
Stock the Tarbox Mops TO-DAY. Get the larger profit and sell for the lowest price.

Supplied through Jobbers

Write NOW for our proposition.

TARBOX BROS.

274 Dundas Street : TORONTO



No. 12

NUTMEG—The Kernel of a Tropical Fruit

Could you imagine yourself eating a sweatmeat of which one of those hard, dry nutmegs was the centre? In the East Indies the peach-like fruit called the nutmeg is often preserved whole and is considered very toothsome.

The nutmeg is a native of Asia, Africa, South America, the East and West Indies, the two latter countries supplying a great deal of this spice used in America.

From January to January—the whole year round, the nutmeg tree, after it reaches maturity in eight years, bears fruit and continues to yield generously for the best part of three-quarters of a century.

The nutmeg is the kernel of this fruit and around this kernel is a pink or red flesh which is popularly known as *Mace*.

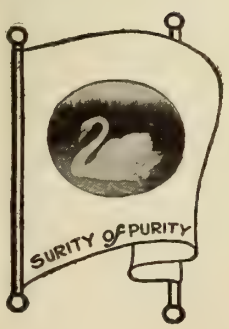
Stripped of the outer covering or meat, the nutmeg or mace are dried over a low heat until they rattle. They are then ready to be separated and the kernel, after being sprinkled with lime to protect them against insects and germination, are packed for export in tight casks.

The round compact nutmegs, heavy and oily in appearance, are of the finest quality, the medium size 90-100 to the pound) are considered the best.

While a low-priced nutmeg may sell just as readily to your patrons, they will not give the satisfaction that the more expensive will. Quality in nutmegs (whether whole or ground) as in other spices should be the first consideration.

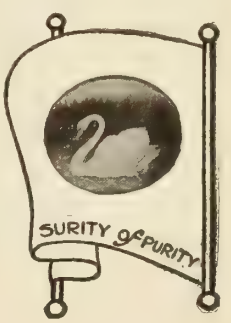
When you buy spices bearing the "White Swan" label, they are backed by the Government form of Warranty—you know they're pure and of the highest quality obtainable.

White Swan Catalog sent on request.



WHITE SWAN
SPICES AND CEREALS, LIMITED
TORONTO, ONT.

Read White Swan Logic next week on "Cashing-in" on the Association of Goods.



Domolco Molasses is more wholesome than clover honey

It finds favor in the household—on the table and for cooking—ten times to the one of honey. Domolco Molasses is made from the finest quality Barbadoes sugar cane and is put through our own special process which makes it as pure as pure refined clover honey and much more wholesome.

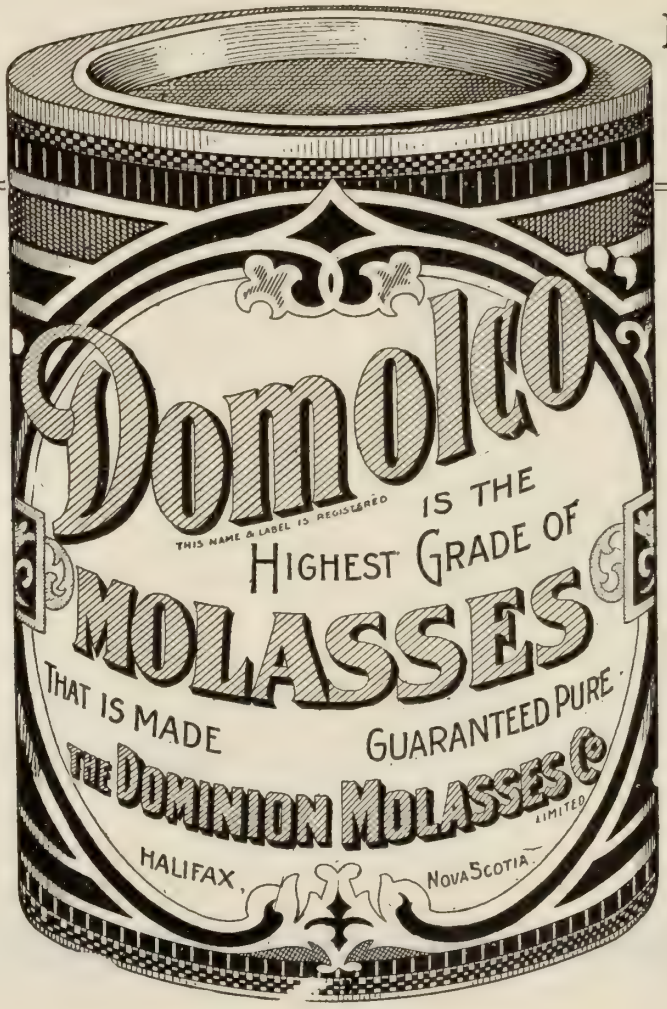
Our extensive advertising has placed Domolco in thousands of Canadian homes and built up a steady increasing demand.

Why not take advantage of the popularity of Domolco and increase your revenue? Write to-day for prices.

Distributors for Manitoba and Saskatchewan:
Messrs. The W. H. Escott & Co., Limited, Winnipeg

The Dominion Molasses Co., Limited

Halifax **Nova Scotia**



The widely advertised molasses

Pure in quality, delicious in flavor

Try this big seller

SUCCOTASH, a delicious variation in the vegetable diet—just what your customers will appreciate. A combination of fresh Green Corn and Lima Beans.

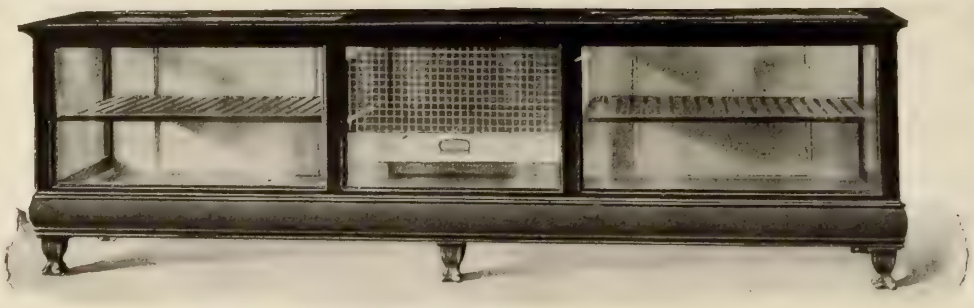
Log Cabin Brand Succotash is a sure winner. It is carefully prepared in our immaculate kitchens by experienced chefs. So tasty, so wholesome. A line that will bring in many extra sales.

Let your wholesaler send you a few trial cases

Dominion Canners Limited

Hamilton, Can.

Hot days are coming—How about perishable goods?



Eliminate the usual hot weather spoilage of meats, butter, fruits, etc., by using the Arctic Silent Salesman. It keeps goods which should be sold quickly before the public and always in an A1 condition. Here is Case No. 984.

Catalog sent upon request.

John Hillock & Co.
Limited
TORONTO, ONTARIO

Agents:—Quebec and Maritime Provinces: Wolf, Sayer & Heller, Montreal. Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask.

John Duncan & Co.
Montreal

TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

The Breault-Gill Line of
Prepared Mustard
Picalilli and Chow Chow

This is a line especially prepared for fine table use, and as such is fast growing an enviable reputation. Your smallest order will get prompt, careful attention.

Write for prices.

Breault, Gill & Co.
622 ST. PAUL ST. MONTREAL

Agents Wanted

Our Efficient Service is For You

We take special pride in our highly efficient service and would like you to put it to the test by placing a trial order for your next grocery requirements. Our wholesale houses are located convenient to you, thereby ensuring quick delivery.

The Royal Shield Brand Specialties—Teas, Coffees, Jelly Powders, Baking Powders and Extracts are well-known throughout the West for their high quality.

Try out our highly efficient service—It is for you.

Campbell Bros. & Wilson, Ltd.
WINNIPEG

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON & LETHBRIDGE

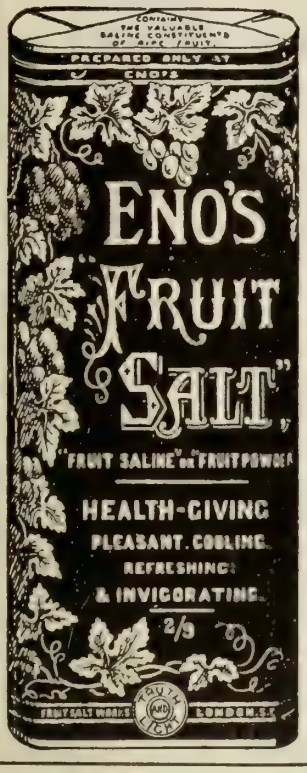
Campbell, Wilson & Adams, Ltd
SASKATOON

Campbell, Wilson & Strathdee, Ltd.
REGINA

Wholesale Grocers and Importers

Every Household and Travelling Trunk ought to contain a bottle of

ENO'S "FRUIT SALT"



A gentle, natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for more than forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

There is no better reason why you should sell

CHASE & SANBORN'S

High-Grade Coffees

than that it will be profitable to you —from every viewpoint.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

NEWEST, PUREST, & BEST OF ALL.

Sharp's Kreemy Toffee

THERE IS NO SMILE

like the Smile of Satisfaction, the same BROAD smile that Sharp's KREEMY Toffee brings over the face of all who eat it.

Sharp's Kreemy has that mellow, smooth and delicious flavor that will do the Tango around your palate, and entice you to do the Two-step after more. It resembles married life, "when once you have tried it, you can't get away from it."

GROCERS ARE BUYING IT IN 100-lb. lots, as it shows a handsome profit and quick return.

Made at Kreemy Works at Maidstone, Eng., by Edward Sharp & Co.

MAIL YOUR ORDERS direct to our representatives, as follows:

THE HARRY HORNE CO. of Toronto—For Ontario.
Howe, McIntyre & Co. of Montreal—For Quebec.
Geo. S. DeForest & Sons of St. John—For New Brunswick.
J. S. CREED of Halifax—For Nova Scotia.
LEADLAY LIMITED of Winnipeg—For Manitoba and Saskatchewan.
Hamblin & Brereton of Vancouver—For British Columbia and Alberta.

Old England's Healthful Drink

The most healthful drink of Old England is KOPS ALE, brewed from fine Kentish Hops. It is in big demand in all parts of the world, and particularly in the Daughter States.

Kops Ale or Kops Stout

Will be found the best for luncheon or dinner and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. THEY ARE ABSOLUTELY NON-INTOXICATING. Good for all the year round.

KOPS BREWERIES, London, S.W., England

Clark's Pork and Beans

Two important features in every merchant's estimation of the merchandise he handles should be QUALITY to secure and hold his trade and MARGIN to ensure successful operation.

Clark's Pork and Beans

are right in line with these two requisites. CLARK'S QUALITY is always the same, THE BEST.

Get prices from your jobber on the 2's Tall size, which sells at a moderate figure, and you will be more than satisfied with your margin.

W. CLARK, Limited, Montreal

Right Now

YOUR sales of canned goods should be increasing. The prices are the lowest they have been for years. Let us replenish your stock with **TARTAN BRAND**—the brand that has stood the test of years—it cannot be beat for quality and purity.

Introduce the **TARTAN BRAND** to your customers—they will appreciate your regard for their interests.

The majority of "quality" grocers from Hamilton to Vancouver handle the TARTAN BRAND. Are you one of them? It will pay you to get into line.

Book 1914 Canned Goods with us. We will protect you fully.

Tartan BRAND

THE SIGN OF PURITY

Groceries, Spices, Canned Goods, etc., etc., etc.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON, ONT.**

BUY

STARBRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

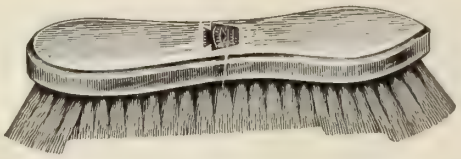
BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company

Limited

Port Elgin, Ontario.

→Increase Your Tobacco← Turnover

STOCK and recommend our **unequalled** for **Quality** "Made in Canada" chewing and smoking tobaccos. The "**casual**" customer will develop into a **regular** patron of your store and bring other business with him. Give them a trial—they can't be beat.

"Rose Quesnel"

Smoking Tobacco. Sweet—fragrant—pure. Does not scorch the tongue. A smoke that "**satisfies.**"

"Master Mason"

Another high-grade **Smoking Tobacco** that is sure to please.

"King George"

Navy Plug Chewing Tobacco. Without a doubt the "King" of all chewing tobaccos. Unexcelled for its non-irritant properties.

Let us hear from you—our terms will prove attractive.

The Rock City Tobacco Co.

Quebec, Winnipeg

If

PROGRESS

is the watchword of your business,—

TURN

BACK

to page 1 of cover.

A Profitable and Quick-Selling Line

10c. TRADE MARK KING REGISTERED PAT'D JAN. 1900 FLY KILLER 10c.

Neat, Effective, Light, Durable
SELLS ON SIGHT

THE Wire Netting, which is securely fastened to a neat Wood Handle, is practically invisible; the air passes perfectly between the strands, and the stroke to dispatch the fly is delivered surely and effectively. Kills without crushing, and does not soil the most delicate fabrics or injure the highest polish.

Put up in boxes of One Dozen. Each box of the "King" contains a Counter Display Stand for Six Killers.

"KING" 85c. per dozen
"SWAT-STICKA" 45c. per dozen

5c. TRADE MARK SWAT—STICKA REGISTERED SWAT-STICKA FLY KILLER 5c.

Obtainable from Wholesale Grocers and Wholesale Hardware Firms

J. A. Hendry, 75 PRINCESS STREET KINGSTON, ONT.

Agents for the Dominion of Canada

"Cow Brand" success is never doubted

Housewives have absolute confidence in the baking results when they use **Cow Brand Soda**. For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

CHURCH and DWIGHT
Limited

Manufacturers
MONTREAL

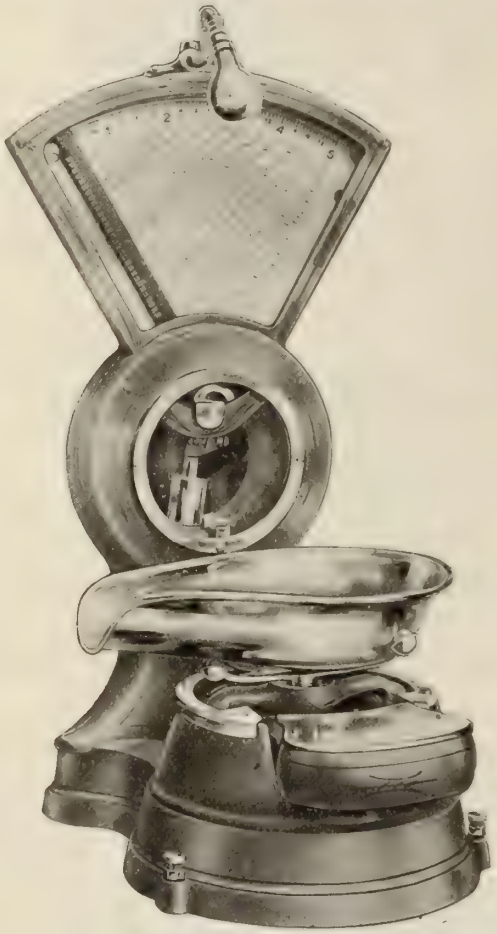
Ninety-nine people out of a hundred in Canada use

WINDSOR TABLE SALT

Isn't it better for you to make ninety-nine sales, than only one?

Canadian Salt Co., Limited
WINDSOR, ONT.

Brantford Scales are Reliable



CAPACITY 5 LBS.

Made in all sizes from 2 to 40 lbs.

Agate bearings throughout.

Fully guaranteed.

Sold on easy monthly payments.

Write us for catalogue and prices.

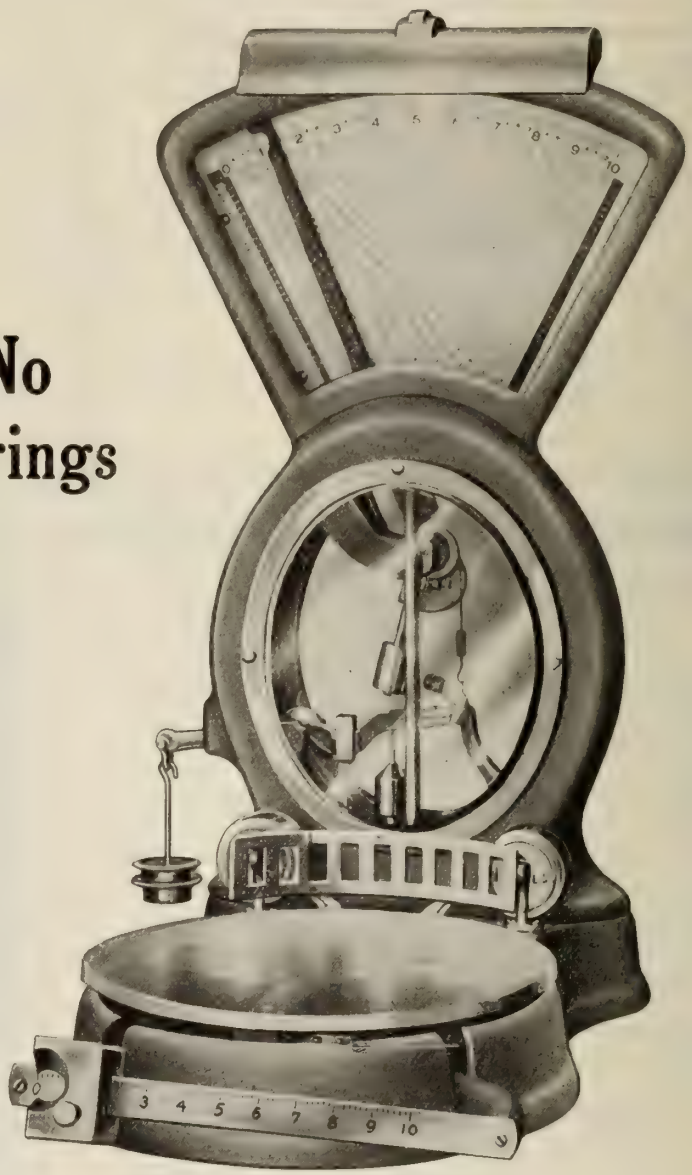
Some good territory open for experienced salesmen.

Buy a Brantford Scale because it is the best.

Don't take our word for it—ask any of the many users.

We are willing to abide by their decision.

No Springs



CAPACITY 40 LBS.

The Brantford Computing Scale Co., Limited

Brantford -:- Ontario

St. Lawrence

Granulated
100 PER CENT. PURE CANE SUGAR

Put up in convenient sized white cotton bags:—
10 lb. Cotton Bags, 10-10s to the gunny.
20 lb. Cotton Bags, 5-20s " " "
25 lb. Cotton Bags, 4-25s " " "
Also our DOLLAR COTTON BAGS.

SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co, Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

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IX. An Analysis of Current Advertising
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PRICE, $2.00 NET

Postage, 13 cents additional

TECHNICAL BOOK DEPARTMENT

MacLean Publishing Co.,
143-149 University Avenue, Toronto

She

Never Comes to Complain

once she takes home

Bertrand's Macaroni

It is not idle talk you hear about the quality of this leader of macaroni; nothing too much can be said about it because it is **superbly choice.**

Turned out from three immense factories in France, kept running night and day to fill the world-wide demand, Bertrand's Macaroni reaches you fresh and saleable. Never suffers from discolor because Russia's finest grade of wheat alone is used.

Since 1825 the Big Seller.

Henri Jonas & Co.

MONTREAL

Sole Agents Canada and U.S.A.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & COMPANY
Toronto
Ontario representatives for
D. S. PARTHENOPULO
Patras, Currants
Importers of Texan Rices, White Beans, Lentils, Imported Canned Goods, etc.

MORROW & COMPANY
CEREALS
TORONTO, - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

AGENCIES SOLICITED
Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.
M. D. BEARD
50 Front St. East TORONTO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

ONTARIO (Continued)

COLLECTIONS!
Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.
COMMERCIAL COLLECTION CO.
77 Victoria St., Toronto, Ont.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers
WINNIPEG, 332 Bannatyne | TORONTO, 309 King St. W. | CALGARY, 510 Ninth Ave. W.

W. H. Escott Co., Ltd.
Wholesale Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering All the Wholesale Centres in the West

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

WESTERN PROVINCES—Continued.

COCKBURN-NOLAN CO., LIMITED
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited
Canned Foods, Limited
312-314 Ross Avenue Winnipeg

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG, MAN.

BRITISH COLUMBIA.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
867 Beatty Street . Vancouver, B. C

O'LOANE, KIELY & CO., LTD.
Wholesale Grocery Brokers and Commission Merchants. Canned Goods, Dried Fruits, Cereals and Grocers' Sundries. Buyers' and Sellers' Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun.
VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
CLAUDE BEAUCHAMP
223 Commissioners St., Montreal

ENJOYED BY ALL
WHO USE IT
MAPLEINE

has become an everyday flavor with many housewives and chefs.

ORDER FROM
FREDERICK E. ROBSON & CO.
25 Front St. East
Toronto, Ont., Canada
OR
MASON & HICKEY
287 Stanley St.,
Winnipeg, Man., Canada
CRESCENT MFG. CO., Seattle, Wn.

The failure to stock some standard commodity may be the means of a merchant losing trade.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contains no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache.
If you are feverish.
If you do not sleep well.
If you are nervous.
If you have LaGrippe.
If you suffer from neuralgia.
These powders are very good for children cutting their teeth
48 Powders for 25 cents
DIRECTIONS

are recognized everywhere as a specific remedy in all cases of headaches, and they can be recommended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try Mathieu's Nervine Powders yourself at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is recognized as a safe and effective cure.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

BRAND STUHR.

STUHR'S
CAVIARE
FILLETED ANCHOVIES
(In Brine).
ANCHOVY PASTE
(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

A Special Proposition to Progressive Dealers

We wish to have you and some of your customers make a test of Vig-Nol at our Expense. We will mail you 1 dozen trial 5c packages of Vig Nol, if you will make the request on your bill or letter-head, giving the name of your jobber, and enclose 10c for mailing charges. The following letter will show what those who have used Vig-Nol think of it:

April 30, 14. Bowsman River, Man.
Dear Sirs,
When I got the Vig-Nol first I had my family use it, and they pronounced it Great. Considering that this is a small town, I have had a very good sale for Vig-Nol, and all those who have used it give it a Great Name. Sincerely yours,
(Signed) W. P. B. (Name upon request).

Accept this offer and find out more about this good seller.

H. NAGLE & CO., P.O. Box 2024, Montreal, Que.
Stock carried by Young Co., Ltd., Sudbury, Ont.

OAKEY'S
The original and only Genuine Preparation for cleaning cutlery.
'WELLINGTON'
KNIFE POLISH
JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT ad. in this paper.

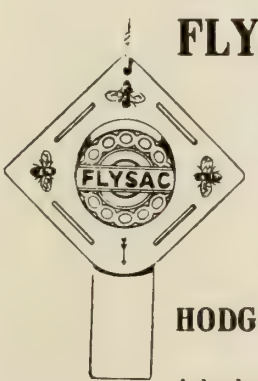
Turkish Delight

Want Some?

There is nothing just so good as Sultana Brand. There is more care taken in its manufacture, more good goods put into it than you can very well imagine.

Buyers, Write.

Oriental Produce Co., Montreal



FLYSAC FLYCATCHER
BRITISH MADE

Every fly alighting on the Flysac stays there, there is nothing temporary about the visit.

Strong Glue—No Drip

70c per box of 50 pieces. More attractive price for quantity orders.

HODGSON SUMNER CO., LIMITED
MONTREAL

Ask about Tenasitine, the adhesive that has no equal.

Agents for Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

Every one of your customers knows the Quaker brand as a mark of quality

All over the world—in every part of the British Empire—in the United Kingdom, India, South Africa —Quaker products are found.

The Quaker figure on your flour would help its sale because in the minds of your customers it would carry a guarantee of quality on every sack.

Why not add Quaker Flour to your stock of other Quaker products?

Total Flour Capacity
5,000 Barrels Per Day
Sold the World Over

QUAKER FLOUR

Made by the Manufacturers of
Quaker Oats, Puffed Wheat, Puffed Rice, Etc.

The Quaker Oats Company **Peterborough, Ont., and Saskatoon, Sask.**

The Tumbler Package

The tumbler is one of the newest and most popular of the glass containers. It is much cheaper in the original cost than either the bottle or jar, and the wide mouth reduces materially the cost of packing, and the goods are shown to the best advantage.

The consumer prefers it because, owing to the variety of sizes, just the required amount of goods may be purchased, and moreover, when emptied, it provides a serviceable drinking tumbler.

Anchor Caps are the only perfect Tumbler Caps. They are absolutely air and liquid-tight, and thereby insure all packages being delivered to the consumer in the same condition that they left the packer.

They may be removed and then put back on the container, giving an air and liquid-tight reseal.

Owing to the high quality of lacquer used they do away with the need of paper liners or paraffine.

Anchor Caps often pay for themselves by eliminating returns.

We seal all varieties of bottles and jars as well as tumblers, and no matter what package you are using it will pay you to see us before deciding on your cap.

Anchor Cap & Closure Corporation of Canada, Ltd.

Sudbury St. West, Foot Dovercourt Road

TORONTO, ONT.

The Public will have QUALITY

Proof positive of this lies in the fact that the sales of "SALADA" for the first twenty-one weeks of 1914 are already considerably greater than the sales for the **entire year 1906.** You cannot, in justice to yourself, afford to neglect this persistent demand for the **best** in tea quality.

PEAS, BEANS
STRAIGHT FROM HOLLAND

There is not a line of yellow beans or green peas on this market to-day

TO COMPARE AT THE PRICE

Shippers all sound. No risk. If you want to establish first-class connections for these and other Dutch products, write

WOLFE & SERLUI
248 Notre Dame West, Montreal

Agents: We have a proposition for you also for Gouda Cheese and Edam, Holland Herrings, Superb Anchovies, Dutch Biscuits, Rice, Barley, Spices from Dutch Colonies, etc.

JOBBERS

Can build up a nice trade with our Cigars, because prices are attractive, and our "special territory" plan secures you profits growing yearly.

Connect With Us To-day

The 7-20-4 Cigar

is a dandy, an enjoyable smoke, and economical at that.

Jobbers, Write To-day. Have a Smoke at Our Expense.

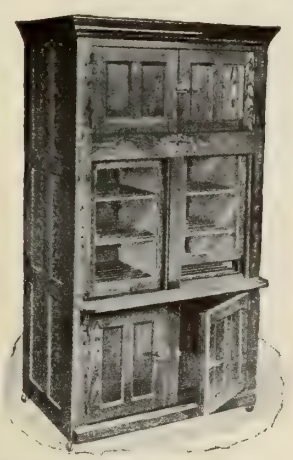
SHERBROOKE CIGAR CO., Limited
Sherbrooke, P.Q.

Be Among the Progressives

A refrigerator was considered to be a luxury a few years ago, but to-day it is an absolute necessity in every modern store; in fact, it is rather a luxury to be without one—and a very expensive luxury, too.

Just a little over 28 years ago the first Eureka Refrigerator was put on the market, and we were as proud of our product then as we are of our latest model to-day, for we knew that it was the best of its kind, just as we know the EUREKA is **leader to-day.**

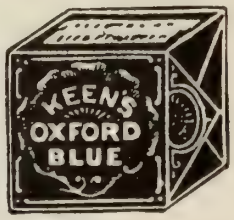
Embodied in the EUREKA are **improved features that cannot be obtained in any other make.** Grocers and Butchers from east to west of the Dominion testify to the EUREKA merits.



Do not waste your money in something said to be just as good.
Write for catalog and let us tell you how to make the EUREKA pay for itself. You will place yourself under no obligation.

EUREKA
Refrigerator Co.
Limited

31 Brock Ave., Toronto



KEEN'S OXFORD BLUE

KEEN'S OXFORD BLUE

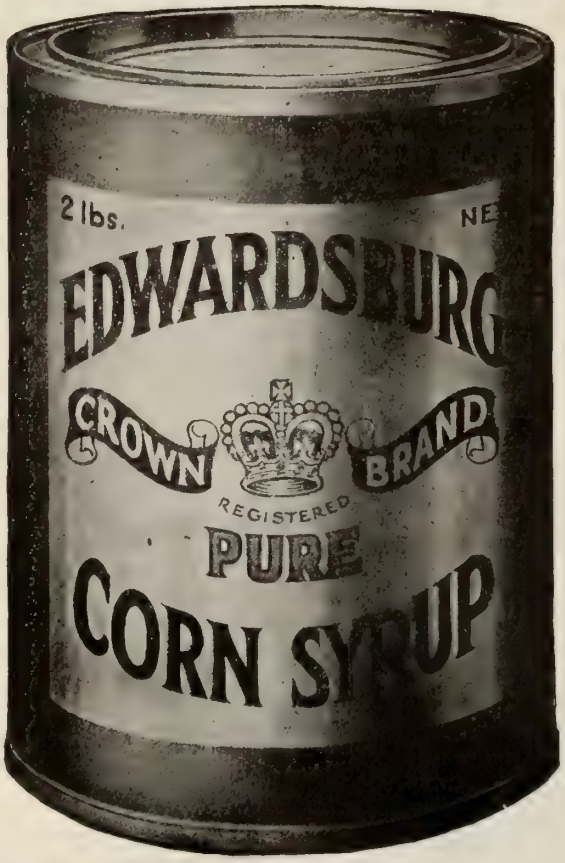
The New Bride will appreciate your thoughtfulness in sending her Keen's Oxford Blue. It is the favorite of the modern housewife who takes a womanly pride in her lily white washing.

FOR SALE BY ALL THE CANADIAN JOBBING TRADE

MAGOR, SON & COMPANY, Limited

403 St. Paul Street, Montreal — 30 Church Street, Toronto

Agents for the Dominion of Canada



Your Time Is Valuable

When it takes your time to persuade a customer to purchase something, you lose a part of your profits. This doesn't happen when you sell

Crown Brand Corn Syrup

Most people ask for it—proven by the fact that about twice as much Crown Brand is sold than any other Syrups. Why waste time trying to sell something else when you can make easy sales with Crown Brand?

We will ship your order promptly

The Canada Starch Co., Ltd.

Manufacturers of Edwardsburg Brands

Works: Cardinal and Brantford

CANADIAN GROCER

VOL. XXVIII MAY 29, 1914 No. 22

The Niagara Peach Crop Practically a Failure

Never Has There Been Such an Unpromising Outlook—One Thin Ray of Hope—Peaches Will Be Expensive This Year—Strawberries Promise Well as Do Apples, Cherries, Pears and Plums—Some Damage to Grapes.

PEACHES.—This crop will be exceedingly short—a failure in many districts. This is due to fact that during past two years peach crops have been above normal and to warm weather in December and early January bringing buds on prematurely.

STRAWBERRIES.—Outlook at present is for reasonably good crop. Rains past week helped and if during ripening season moisture is sufficient crop will be quite large. Prices expected to rule fairly high as canners are contracting heavily.

PEARS.—Crop will be large if favorable weather continues. "Full yield" is opinion after completing our investigations.

CHERRIES (Red).—Bloom abundant and a good big crop is the present outlook. Black cherries not as promising.

APPLES.—All indications point to heavy yield. Trees have blossomed profusely. Light crop last year should mean good one this season.

RASPBERRIES.—Although somewhat early to judge, raspberries look like good crop. With favorable conditions, yield will undoubtedly be large.

PLUMS.—We shall likely see a medium crop of this fruit in 1914.

GRAPES.—Blue beetle attacks and ravages by the winter frosts seem to have gone hard with many of the grape plants.

BRIEFLY summarized, there appears above the situation among the fruits of the Niagara Peninsula as the investigations of Canadian Grocer find them to-day. During the past week a couple of our own men have been on the ground. From their observations and from interviews with a number of the prominent canners, the synopsis was prepared.

Beyond any doubt the fears that have been expressed of a poor peach crop, will be substantiated. Not one grower or canner in the entire Niagara peninsula was met who had a good word to say of the outlook. "Practically a total failure," was a common expression used and one grower and canner, usually optimistic, went so far as to say that the peach crop in that district, the most important of all was "an absolute and total failure—never was so great a failure since peaches were first grown here fifty years ago."

"I do not think there is much doubt as to peach crop failure," remarked another. "The trees have scarcely any bloom on them this year at all." He adds a spark of comfort when he further said:—"Of course, it may just be that it is a case of retarded growth and later on the trees may blossom out to a certain extent, but this appears to be doubtful."

In Southern Essex there will be some peaches, but orchards there are not numerous, and are small as compared with those of the Niagara district.

One man estimated that for the whole of Ontario, the peach crop will not be more than one-tenth of that of last year, and in the Niagara district not more than one-fiftieth.

"Practically no peaches this year—this is a positive fact," was the way another put it.

There are two reasons assigned for the peach failure. One is that the fine spring-like weather in December and early January started growth in the buds before the time and the frosts that followed worked havoc among them. The other is that during the past couple of years the peach orchards have borne well and even had damage from frosts been light, the yield would have been much below a year ago.

Already wholesalers are advancing canned and preserved peaches and retailers in many parts are considering doing the same. As in everything else supply and demand will rule the price.

Strawberry Prospects Bright.

Strawberries, the earliest harvested crop of all, look good. It is practically certain the yield will be fair, but of course a great deal depends on the weather. Should hot, dry weather prevail at ripening time the crop will be cut short as the berries will ripen prematurely. Nevertheless the plants wintered well and look good at present.

Everything looks promising for apples, pears, plums, and red cherries. Apples particularly should yield well on account of the comparatively small crop a year ago, and the blossoms certainly indicate an optimistic outlook.

There should, too, be a fair crop of raspberries, but as with strawberries so much depends on the weather. Given favorable rains and warm weather a good yield is assured.

Damage From Insect and Frost.

There is a fly in the ointment with respect to grapes. Some growers report that the blue beetle has been doing damage and also that many plants have been winter killed.

To sum up from the outlook at present, good or fair yields may be looked for in the most important fruits with the exception of peaches.

Grass Plots Improve Store Front Appearance

Outremont, Que., Corner Grocery Aims to Get Trade By Attractive Surroundings, as Well as Neat Store Interior—Site Chosen After Careful Thought—Methods Used to Get Trade in a New Location.

THE rapid building up of the city of Outremont, Quebec, on the Island of Montreal, has resulted in the establishment of a large number of new grocery stores. Merchants who have found competition in other districts getting keen, or clerks anxious to start out for themselves, find this growing city an ideal location. Most of the buildings are new, many new streets are being laid out, and there is a population of about 30,000 or 40,000 people to cater to.

The laws of Outremont provide that buildings on most of the streets must set back at least fifteen feet from the sidewalks. This adds greatly to the attractiveness of the town, as the majority of the houses and stores have a grass plot in front. It certainly goes a long way toward bearing out the contention of the municipality that it is a "city of homes."

Grass Plots at Front and Side.

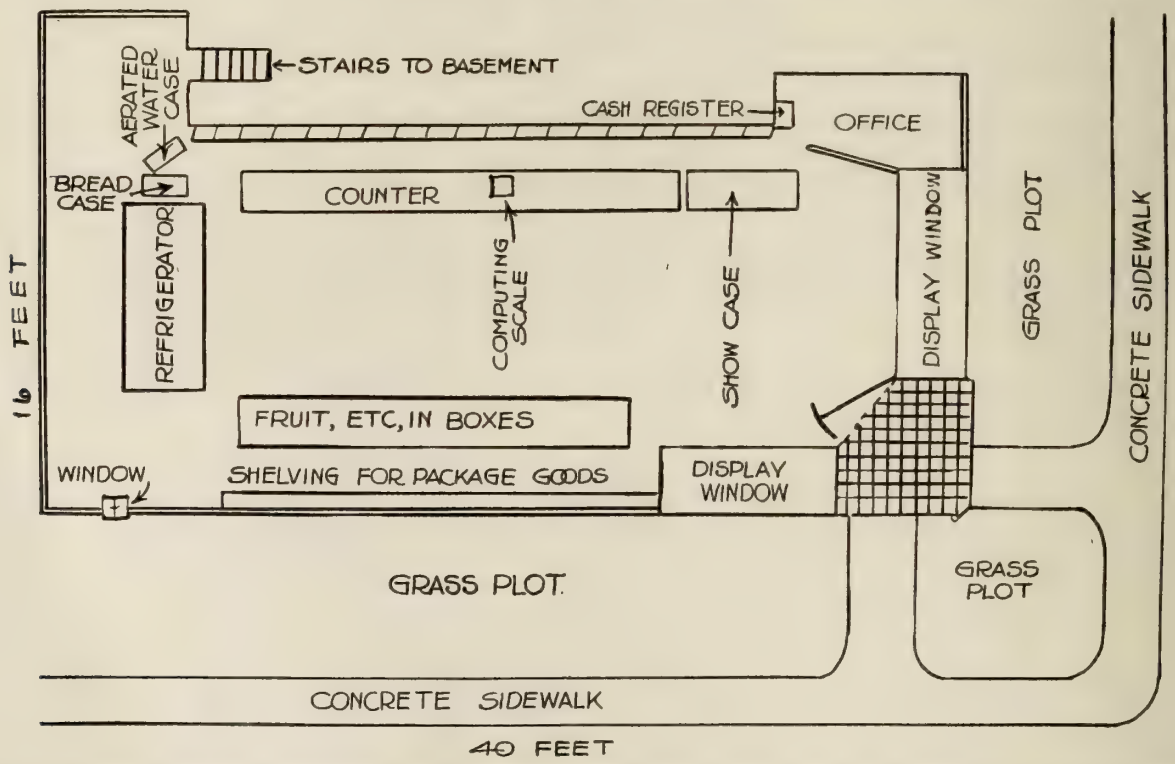
There is a grass plot, both front and side, with concrete walk leading to the door from both streets. The store occupies the ground floor and basement of a large apartment house, from which it takes its name—"Patricia"—in honor of the daughter of Canada's Governor-General.

The entrance is tiled and the show windows, one on either side of the door, are roomy with low floors, so that a view of the interior is not obstructed. The fixtures are all of quarter-cut oak, and the ceiling and walls are covered with metal sheathing. Directly on entering one finds a long counter, with neat displays of package goods. A glass showcase for confectionery occupies the forward end and a computing scale is conveniently placed in the centre. Back of the counter the shelving extends about ten feet in height, with a ledge at the top for display of cereals and canned goods in pyramids. The base of the wall fixture is fitted with glass-fronted bins for cereals, teas, coffee, etc., and mirror-fronted drawers for spices, rice, tapioca, etc. At the opposite side of the store is a somewhat similar wall fixture for package goods, and a display of fruits in cases is made on the floor in front of it.

Across the rear of the store is a large refrigerator with glass front, divided into three sections, for butter, eggs, milk, perishable fruits, cooked and smoked meats, etc. Alongside the refrigerator is a glass bread case, and just back of it, at one side, is a case for displaying and stocking aerated waters. Space is left at the extrtme rear, screened by the refrigerator, for unpacking goods or keeping reserve stock. Oil, vinegar, molasses, etc., is kept in the basement, and is conveniently reached by stairs at the back.

Why Location Was Selected.

In choosing the location, Mr. Bordeleau figured that as there was not another grocery within two or three blocks of the corner, and as it is a good residential district, he should be able to get a good share of the business. He has been in the grocery business for five or six years, and it is his experience that people will patronize the store nearest home, provided they can get good goods and satisfactory service. This, he says, he is determined to give, and with a telephone service and a delivery wagon he hopes to extend the business beyond the confines of his own immediate neighborhood.



Ground plan of the Patricia Grocery, Outremont, Que., showing the grass plots at front and sides of store. Note the tile flooring in the entrance.

The regulations have been instrumental in making some attractive store fronts. The accompanying illustration, showing a plan of the "Patricia Grocery," corner Lajoie and Durocher Avenues, is typical of the new "corner grocery," as it is seen in Outremont. This store was opened in April by A. Bordeleau, and though not very large, it is modern in many appointments.

At the Weekly Conference

A story that tells how one merchant is increasing his sales and profits by featuring a seasonable line for a whole week—canned fish.

HENRY LAWRENCE had decided in his own mind that a little more ginger was required among the staff if sales were to substantially exceed those of the previous year. The first few months had not shown up as well as he had expected. He had just gone over the books and while the business was not going backward, it wasn't doing much more than holding its own—and this to Lawrence was sufficient to cause him to scratch his head for plans to overcome this stationary state of affairs.

That day it rained. Going home to lunch he noticed umbrellas and raincoats in front of a few of the men's-wear and drygoods shops in the town; they suggested to him that he required an umbrella. And although it is not a particularly interesting incident in this story, it is a fact, nevertheless, that before he emerged from the men's-wear store he had also purchased, on the suggestion of a salesman, a raincoat.

While he had often observed umbrellas in the windows and at the front of these business houses before during rainy weather, he had taken no particular interest in them. But now he was thinking of that desired increase in his own business this year and the incident made him ponder. True, he was taking advantage to a certain extent of selling seasonable lines, but why could he not specialize more on many lines in which the average dealer was content with simply supplying the casual demand? Could not special occasions be taken advantage of?

Here was the embryo idea. How would the clerks take to it? Wouldn't it be the means of not only increasing sales of the particular goods featured from week to week, but also of selling other goods and of creating an individuality for the store?

Team Work Decided Upon.

To obtain the goodwill and co-operation of the clerks, Lawrence decided on a conference which was destined to become a weekly occurrence.

"Boys," he said, when the staff had assembled in the office the following Monday, "I've a little scheme for more business and I would like you all to make suggestions. Suppose each week we all specialize on a particular seasonable line or associated lines, can we not get a good deal more business? I feel that after attending to the actual demands of our customers we will be able to sell a great many of them other goods. We are not going behind in sales, but at the same time we are not going ahead as we should, and I think if we all work together better results will accrue.

"Is there any line you think of that would make a good 'starter'?" he asked the young men before him.

Frank Hastings, the senior salesman, suggested that some attention be given canned salmon, sardines, kippered herring and canned fish in general.

It was just what Lawrence wanted. He knew the clerks would take a greater interest in the work if the decision were left to one of them. It was immaterial to him what article was suggested, as long as there was a good excuse for selling it.

To Tom Pepper, the next in seniority: "What is the best way to go about that, Tom?" He knew young Pepper's affinity for the window and was not surprised to hear this reply: "I should think in the first place we ought to get busy at once with a good window trim of canned fish. That, along with two or three gingery display cards will surely sell some goods." Another clerk suggested the firm's space in the newspaper ought to be given over to fish during the week and a fourth that it would be well to keep a can or two of each variety on the counters at different places so that the salesmen wherever they might be, would have an opportunity of taking the fullest advantage of the advertising publicity and the window displays.

With this article Canadian Grocer begins a series on what one merchant is doing to increase sales through weekly conferences with his sales-staff. This series will embrace a large variety of goods, some obviously seasonable and others which are not taken advantage of the way they should at certain times of the year. Every dealer and clerk should watch for these articles.

The Talking Points Brought Out.

That the entire staff might be supplied with plenty of ammunition so far as personal salesmanship was concerned, Hastings was asked why he had suggested salmon, sardines, etc.; what were his reasons for considering them seasonable lines, and why customers should purchase now.

"My chief reasons," he replied, "are because so few grocers make a big feature of canned fish, and, now that the warm weather is here it is easy to convince a customer that she should 'let up' with the hot fires and serve a wholesome fish food more frequently. There is the additional advantage in being able to point out that canned salmon is cheaper than a year ago on account of the heavy pack last season; then again, because a tin will go a long way it is economical. There is a meal, too, in a tin of herring for a good-sized family, and in case of a small family we can suggest sardines, lobster or shrimp.

"But if we are going to make the most of this sale," he added to his now exceedingly attentive listeners, "we should be able to tell our customers how to make fancy dishes out of salmon, particularly, and I must confess I'm not very well posted in this regard. But if we could have some cards printed with salmon recipes which could be given away after each sale, they would help us not only to make the sale, but would mean considerable repeat orders during the remainder of the season."

Henry Lawrence was, to say the least, delighted with the enthusiasm that had been aroused. It was his desire to get as many suggestions from the staff as possible, and on the occasion of the first conference at least to carry out them all.

Each Man Given Special Work.

The conference ended with the allot-

ment of the following duties: Hastings was to see that the various kinds of canned fish were placed in prominent places inside the store on the following morning, and to arrange the ad for the local papers; Pepper was assigned the window and the show cards; the other clerks were asked to assist the interior and window arrangements, and to familiarize themselves with the selling points of the goods, while Lawrence himself promised to look after the recipes—and next day the campaign of the week opened.

Pepper had worked well into the night on his window and when the curtain rose in the morning there was the trim of an enthusiast. He had skilfully arranged a miniature water-wheel (which had previously been used for a flour display) in the centre of the window, and beneath this a zinc trough, through which water ran and turned the wheel. A waste pipe carried it off. On the edges of this were strewn pebbles and on the banks of the stream was fresh sod. Surrounding the wheel were placed bunches of "cat-tails" from a near-by marsh, the whole making a realistic and appropriate setting. Canned salmon in circular pyramid style was neatly arranged at either side of the trim and immediately behind the water-wheel. In front were smaller but similar pyramids—not, of course, hiding the view of the wheel and stream—composed of tins of sardines, kippered herring, shrimps and lobster. The whole was exceedingly attractive and appealing. A salmon show-card read: "A WHOLESOME DISH—NO WASTE"; a large card hanging from the ceiling was: "SHUN THE HOT FIRE BY USING CANNED FISH."

In the papers that night was a double column seven-inch advertisement headed: "NOTHING MORE TASTY FOR THE EVENING MEAL THAN CANNED SALMON, SARDINES OR HERRING." This was followed up with argument on the time and fuel saved the housewife in preparing these dishes and quoting prices on many of the canned fish handled. The recipes also did their share in interesting those regular customers to whom the advertising and window display had not appealed strongly enough.

Over $100 Worth of Canned Fish Sold.

The results? Surely these can be pretty well imagined. On Saturday night, the salmon stock of the Lawrence grocery had been reduced some six cases of four dozen each; a case and a half of sardines had been disposed of, a case of herring and a few dozen lobster and shrimp. The campaign, so far as canned fish alone were concerned, had increased the week's turnover by a little over $100 and in addition it had drawn several new people into the store, many of whom had bought other goods. At the same time the featuring of this particular line did not lessen the regular sales. Every clerk was just as keen on selling the ordinary staples and semi-luxuries as ever, so that the week had been a most profitable one for Henry Lawrence. It was easily seen, too, that as the campaign increased in momentum the enthusiasm of the staff was accelerated. The possibilities in selling goods were brought forcibly home to every clerk. This was what particularly pleased Lawrence, for he could see in it a bright future for the store. And he was not too selfish to see in it as well, bright futures for these ambitious young men.

Canadian Credit Men Hold Annual Meeting

Fire Protection and Insurance the Chief Questions Discussed — New Officers Elected, With R. R. Wilson, a Wholesale Grocer, as President.

Winnipeg, May 27—(Special).— The annual dinner of the Canadian Credit Men's Association, Winnipeg, was held in the Fort Garry Hotel on Thursday night last. Fire protection and insurance were the subjects under discussion, and some lively exchanges of opinion took place. Fire Commissioner Lindbach presented a statement showing the appalling fire waste in North America, and emphasized the importance of individual responsibility.

After the discussion, the annual meeting was held, at which the following officers for the current year were elected: President, R. R. Wilson, of Campbell Bros. & Wilson; vice-president, J. D. Burnham, of Stobarts, Limited, Henry Detchon was re-appointed general manager, secretary and treasurer.

The following four members of the board retain their seats for another year:—W. S. Fallis, The Sherwin Williams Co., of Canada; R. R. Wilson, Campbell Bros. & Wilson; W. S. Arnold, Gowans, Kent Western, Limited; J. W. Campbell, John W. Peck & Co., Limited. The following five were appointed to take the place of the retiring members: G. M. McBride, J. D. Burnham, Theo. E. Howard, S. E. Diamond, W. L. Helliwell.

Top row from left to right:—T. D'Arcy McGee, Thos. Ryan Co.; J. D. Burnham, Stobarts, Ltd., Vice-President; John W. Campbell, John W. Peck & Co.

Second row:—Henry Detchon, General Manager; J. Taylor Webb, Dom. Storage & Forwarding Co.; J. G. McIntosh, Robinson, Little & Co., Wood-Vallance, Ltd.

Third row:—S. E. Diamond, Ames-Holden, McCready, Ltd.; W. S. Arnold, Gowans Kent, Western, Ltd.; W. S. Fallis, Sherwin-Williams Company; R. R. Wilson, President, Campbell Bros. & Wilson.

Bottom row:—Theo. E. Howard, Gaults, Ltd.; G. M. McBride, Wood-Vallance, Ltd.

Photograph showing members of last year's Board of Directors of the Canadian Credit Men's Association, Winnipeg. These were re-elected, with the exception of J. Taylor Webb, J. G. McIntosh, and T. D. McGee. R. R. Wilson, of Campbell Bros. & Wilson, wholesale grocers, is the new president, and J. D. Burnham, of Stobarts, Ltd., vice-president. Members of the new board not in this picture are W. L. Helliwell, Gurney North-West Foundry Co., Ltd., and six others representing the outside provinces.

Selling Provisions to Campers and Tourists

An Important Factor in the Grocery Business in the Northern Lake Port Towns—Beach and Boat Trade Worth Catering to—Slicing Machines Are Popular—Delivering by Gasoline Launch and Auto Service—Handling Butter and Eggs in Trade.

Article No. 6, on "Handling Provisions With Profit."

THE tent, and the summer cottage of those who seek to make life more pleasant during the hot days of midsummer are a factor in the provision business which should not be overlooked — catering to this trade, wherever it may be, will be found to be worth the while of the grocer. Where people are getting close to nature, where the canvas home can be set upon the beach or in the park, where picnic parties and outdoor meals in general are the popular programme during the "dog days" there will be found a demand for cured and cooked meats.

In the lake towns where we find tourists securing their summer supplies, where the beach proves a pleasant attraction for the local residents during the midsummer months and where outing trips are popular, the provision business is given an important place in the grocery store. Meat dishes which can be prepared without the aid of fire are naturally the most popular, but there is a big demand for cured hams and bacon which is easily prepared for the camper's breakfast, and which can be kept on hand with comparatively little trouble.

Another important factor in the provision business in the lake port towns is supplying the different boats which call and in replenishing the larders of the fishing boats and tugs. There are a large number of grocers in such towns as Midland and Collingwood, which find a large percentage of their turnover is in the boat supply business and in this business provisions play an important part.

Supplies are secured from the leading packers and there seems to be general satisfaction in this regard while the prices permit of a sufficient margin of profit to make the business show a good return.

Slicing Machines Popular.

Prominent displays of provisions are to be seen in the department stores and grocers' establishments in Midland and a marked opinion is to be met in favor of up-to-date equipment. The computing scales are generally used and three slicing machines were found in operation and giving excellent satisfaction.

The grocery department of the big store of the Playfair Preston Co., in Midland, is one of the most handsomely fitted in the north, and provisions are given a prominent display. Geo. Brighty, the manager of the department, states that for the local trade alone—that is altogether apart from the tourist business up the lake—as much as 2,000 pounds of bacon and cured ham are sliced during the season; he considers that the work of the slicing machine is appreciated by the customers of the store and that it brings business that they would not otherwise have; besides this there is the convenience and the great saving of time. In addition to the meats sliced in the store there is a good business done up the lake with the tourists, but this is handled entirely apart from the grocery department, a supply boat being operated as an individual undertaking of the store.

Provisions are made a prominent feature of the grocery business in the store of Horrill & Son, at Midland, and Mr. Horrill reports that the slicing machine is something they would not like to do without. It has been working three years and he states that in that time it has not cost a dollar.

Up-to-date Display Refrigerator.

In the grocery of J. White, Midland, the provision counter is right at the door on the left. But Mr. White is not satisfied with a counter, and is having installed one of the most modern refrigerator show cases for the display of cooked meats of which he is carrying a line of the highest quality. This case is of solid glass, with glass shelves; it is backed with mirrors, and the ice is displayed in a compartment made of metal bars. Such a display cannot but tempt trade during the hot days. Mr. White has a slicer which is doing good work.

(Continued on page 47.)

Convenience to Camper and Cottager

Why waste a lot of the good old summer out-of-doors, and why forego the fresh invigorating lake breezes cooking over a hot stove an hour or two every day, when you can get such delicious and wholesome cooked meats as ——— Brand? These save the camper or cottager considerable of the worries that beset outdoor life—no fire, no fuel, no hot stove and no uncomfortableness. Before you leave for your summer cottage or your camp give us a call and let us show you what we can do to deliver your supplies this season.

Bacon for the Morning Meal

Like bacon for breakfast? Most everybody does, and particularly when out on their summer vacation. Only a little fire needed in the cool of the morning to prepare ——— Brand back and side bacon. It is an appetite creator in itself.

We deliver to ..... Beach and to all points on ..... Lake.

JOHNSON & SON

119 George St. Phone 75

Suggestion for a cooked and smoked meat newspaper advertisement in summer resort districts.

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PUBLISHED EVERY FRIDAY.

TORONTO, MAY 29, 1914

PROMISING CROP OUTLOOK.

MILLIONS OF DOLLARS worth of good has been done to the crops of Canada during the past week by warm rains and sunshine. Many field grains have grown as a result a couple of inches and from a Western Canada standpoint this is most encouraging. If growth continues rapid it will mean an earlier harvest and at the same time plenty of straw—something very necessary to the man who follows mixed farming.

An Alberta correspondent in Edmonton states that reports from various parts of central Alberta indicate weather and other conditions for growing crops to be the best in years. Spring wheat, regarded by farmers as the safest crop in the prairie provinces, is coming up nicely, and there is sufficient moisture in the soil to last until the stands become strong enough to resist the dry winds. The farmers are using more of the earlier ripening varieties of wheat this year than ever before and the outlook is bright for large crops in this district.

Our Saskatchewan correspondent wires from Regina that wheat is now from three to seven inches in height, due to the recent warm rains and balmy weather. The outlook, he says, is most encouraging. Similar reports come from Manitoba, and while of course there are many things that may affect the crops adversely between now and harvest time, the situation at present is most encouraging.

THE WEEKLY HALF HOLIDAY.

ALREADY THERE ARE signs of some opposition arising to the closing of stores on one afternoon during the Summer months. This is based on the same lines as has met the movement throughout its whole course, a loss of business, a bad impression upon visitors seeing stores closed down, and the inconvenience of the public. The matter probably will adjust itself according to the local situation. In a town where "tourist traffic" is light or a negligible quantity, it is likely that the objections to closing as it has existed will not succeed in a return of the old order of open stores. In a few places where there is an influx of visitors during the Summer afternoons, particularly those on inland lakes, rivers or the sea, there may exist a strong enough prejudice against closing down to prevent a half-holiday or destroy one if it now exists. There undoubtedly is a growing feeling in its favor among the clerks who have enjoyed it so far and those employers who have entered fully into the relaxation afforded. A Barrie store has inaugurated a system that may come into favor as a compromise in some districts, half the staff are given a full holiday on every other Wednesday, the others remaining on duty during the afternoon as well as the morning. The advantage of this system, the proprietor points out, is that the clerks are not deprived of the holiday but receive it in double measure half as often, while the town itself and the country around are still served throughout the afternoon. Where the proprietor comes in under the Barrie system was not disclosed: probably being his own "boss," he could take this into his own hands.

PESSIMISTIC PRUNE PROSPECT

THE FUTURE PRUNE situation is an interesting proposition in the dried fruit market and the prices to which stocks have gone brings the matter to the attention of almost every grocer. With the hot weather on hand stocks generally in Eastern markets are low and damage reports from the coast have resulted in the prices advancing to a strong position. All indications are certainly for a short crop; reports from all coast points give little encouragement. The question to be considered at present is whether the future has been fully discounted in relation to the present prices. In some quarters the opinion is that no matter how short the crop may be the prices will not go higher than at present, the feeling being that reports have been over pessimistic; on the other hand the actual state of the market would indicate further increases as altogether possible.

In California the drought of last season and very hot weather in March, followed by a cold spell with some frost caused a heavy drop of all deciduous fruits; so unseasonable was the weather in fact that irrigated orchards were severely damaged.

Portland reports prune prospects in the North-west as extremely discouraging, with lowland orchards a complete failure. One-third of a fair crop is all that can be expected from the present outlook, according to some reports; other sources of information indicate a crop about the same as that of last year.

Vancouver reports prospects for about 25% of a normal yield. Here there was the same trouble of early blossoming and cold rains following.

CO-OPERATIVES RUNNING AMUCK.

WANTED, BY THE Ontario Societies connected with the Co-operative Union of Canada, a "comprehensive co-operative bill." This is not wanted by the retail merchants of Canada or by anybody else with the probable exception of a few politicians. At the first provincial conference of Ontario Societies held at Preston, Ont., this week, a resolution was passed embodying the above desire and calling at the same time on the government to "redeem its promise" to enact such legislation.

Retail merchants will be interested in knowing who made such a promise. They should, too, see that if it was a promise that it be not granted.

Other resolutions were passed asking that the attention of the Attorney-General of Ontario and the Minister of Labor be directed to an alleged conspiracy between wholesale and retail grocers' organizations to prevent co-operative societies, legally incorporated by the Lieutenant-Governor, to trade in groceries, from obtaining supplies necessary for their business; that cash buying and selling is essential to the satisfactory development of the movement on a permanent basis; that new societies be urged to commence on that basis, and that existing societies adopt that method as speedily as possible; that every member should invest in his society sufficient capital to finance his own trade, and that the same should not be less than $20; that all new societies should select technically skilled managers alike as business administrators, educators, propagandists and organizers.

A Sectional Board for the Province was advised with instructions to propound a scheme for the organization of a Provincial Wholesale Society or to negotiate with the English Co-operative Wholesale Society to establish an Ontario depot; and to consider the advisability of applying to a County Judge for an order on the Department of Labor requiring it, under the combines investigation act, to appoint a board to investigate as to the existence of "a contract agreement, arrangement or combination to restrict competition to the detriment of the consumers," and if proven to inflict the penalties provided by section 23 of such act. Societies were recommended to place their orders and make their trade as advantageous as possible to such wholesale houses as did not discriminate against them, and whenever a society is found to be the subject of a boycott its committee should undertake a vigorous publicity campaign in the town.

Retail merchants, what do you think of that? An alleged conspiracy between wholesalers and retailers? A provincial wholesale society? War on the contract selling plan?

Retail associations should waken up and stay awake until this propaganda is defeated.

EDITORIAL NOTES.

WHAT ABOUT regular conferences with the staff?

* * *

UNEASY LIES the head that loses control of the credit accounts.

* * *

THE PEACH AND THE PRUNE have apparently failed us; but the crop of hogs seems to be on the increase. So let us be hopeful.

* * *

ANGER IN A CUSTOMER is usually a long staying guest. Bear in mind Marshall Field's motto—the customer is always right.

* * *

WHEN ONE COMPARES the scales of the present day with those used by the ancients, he begins to realize the wonderful development of the human mind.

The New Co-operative Bill

THE CO-OPERATIVE CREDIT Societies' Bill of 1914 referred to in last week's issue has come to hand. On the face of it this looks like an innocent piece of legislation from the retail merchants standpoint, but when one studies it closely there appears to lurk within its limits some iniquitous clauses.

Canadian Grocer on receipt of a copy of this bill on Tuesday, took the matter up with E. M. Trowern, secretary of the Retail Merchants' Association and a man who has given more thought to so-called co-operative societies than probably any other individual in Canada. He is authority for the statement that it is a most diabolical piece of legislation and that it must be strenuously fought by the retail trade.

The clause that apparently covers the purposes of any society that may be formed is this very innocent and modest looking one:—

> "Under this Act, societies may be incorporated, having for their object or purpose the receiving of moneys on deposit from members and the making of loans to members with or without security, defined by the petition signed on application for incorporation.

From this it would appear that these societies could only exist when carrying on a sort of a banking proposition. However on turning over to another clause of this bill, the following is found:—

> "A society may invest any part of its capital in or upon any security authorized by its rules."

Mr. Trowern declares that this clause would permit a Co-operative Credit Society going into any sort of business it had a mind to. This he says is just one sample of the flimsy character of the bill.

Another clause reads:—

> "No officer except the manager, shall be paid any sum of money, and shall not be recompensed in any other way, by the society for services rendered to the society, and the compensation, if any, to be made by the manager, shall be fixed by resolution at each annual meeting."

The trouble here is that organizers and stock promoters are most likely to consider themselves managers and would therefore be in a position to obtain moneys from the society.

While it only requires seven persons to form one of these societies, note that in the following clause it requires 10 to have the books opened for inspection:—

> "The Minister may, if he thinks fit, on the application of **ten members of a society**, each of whom has been a member of the society **for not less than twelve months immediately** preceding the date of the application, appoint an accountant to inspect the books of the society and to report thereon, provided that —etc."

How often would it be possible to get 10 members who have been in the society for 12 months or more to be of the same mind at one and the same time?

Hon. Arthur Meighen, solicitor-general, has introduced this bill and it can be taken for granted that he will have a substantial following unless the retail merchants of Canada get right after their members at Ottawa at once. If the bill is gone on with there will be one of the biggest deputations of merchants go to Ottawa that our legislators there has ever seen. But now is the time to act. Write or wire your member to-day.

Keeping Down Credits Within Reasonable Limits

Value of a Defined Agreement as Used by an Edmonton, Alta., Grocer—Necessity of Watching The Day of Payment—Appointments Should Be Kept—Valuable Ideas Unpatented.

By Henry Johnson, Jr.

Here is a valuable suggestion:

Edmonton, Alta., May 14, 1914.

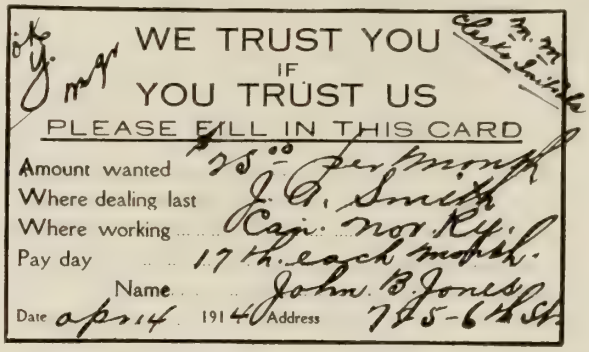
Henry Johnson, Jr.,
c|o Canadian Grocer,
Toronto, Ont.

Dear Sir:—I have been reading your articles in Canadian Grocer and find them very interesting and helpful. As I understand it, the Grocer is a medium whereby grocers may help each other. Re credits: we have a plan which I think is a good one. (See the accompanying card.) John Jones wants $25; promises to pay on 17th each month. If the account is going to exceed $25, you can check him up if you wish, and if he does not pay on 17th, you have no hesitation in going after him. It is a simple matter to ring up his last grocer and find if he is good pay.

Another feature of these cards is, you can arrange them in groups above the different pay days and it is surprising how closely you can figure on money coming in for future payments. If the proprietor is out when a man comes for credit, the clerk can give him a card to fill in, thereby getting a customer who would very likely go to the next grocery and open up there.

If you think this will help someone else, pass it along: if not, the waste paper basket is a good place.

Yours truly,
E. YUILL.


WE TRUST YOU
IF
YOU TRUST US
PLEASE FILL IN THIS CARD
Amount wanted 25.00 per month
Where dealing last J. A. Smith
Where working Can. Nor. Ry.
Pay day 17th each month.
Name John B. Jones
Date April 14 1914 Address 785-6th St

Card of an Edmonton dealer for watching credits.

The Defined Agreement.

The card to which Mr. Yuill refers is reproduced herewith. This looks like a splendid plan to me in that it covers many important points.

First, we have a definite agreement, signed by the applicant for credit. That is something which is so seldom had that any provision whereby it can be had is one great step forward. Under this card arrangement the customer agrees that his account will not exceed $25 per month; and he also agrees that he will pay it every month on the 17th of that month. This agreement is also made in the least obtrusive manner possible, yet is in such shape that it can be "flashed" on the cusomer any time his account exceeds the limit set, or whenever it is not paid promptly—IN FULL.

The old danger lurks, of course, that the account will be allowed to run over $25 without protest on the merchant's part; also that if it is not paid in full on payday, the balance will be allowed to run. Then the old trouble of the "creeping balance," that creeping paralysis of business, will come in, just as inevitably and disastrously as it would do in the absence of any card system. In fact, it must always be borne in mind that none of these systems is automatic. You must work them, for they will not work themselves. Nothing will take the place of vigilance. These plans and systems are but aids in our work—valuable, but not all-sufficient. I have no doubt, however, that this Edmonton dealer is strict in carrying out his plan and that it is most valuable to him.

The Definite Limit.

In addition to the danger of becoming careless about the time-limit, there comes in the liability to overlook and gradually disregard the limit set for the amount of the monthly account.

There is the greatest kind of temptation not to insist on any limit to the AMOUNT of a monthly account that is promptly paid; yet this is probably just as important a matter to be insisted upon as any other feature of the agreement. Usually this would seem to be a "small, fussy thing" to insist upon. A merchant might almost be called "cranky" who would kick because a customer traded with him MORE than he had agreed to trade, so long as that account was promptly paid. It might be considered that human nature would never stand for anything so "particular" as that.

Once I stood beside a big banker when the telephone rang, and I heard him answer it. Here is about what he said: "Bascom & Co.? Mr. Bascom not in? You the cashier? Oh, yes; well, this is Clarkson of the —— Bank, and I wanted to call Mr. Bascom's attention to check favor Hanscom which has just come in; amount $1,987.60. You know your limit is $1,400. Of course, I am passing this all right, but want to call your attention to the matter so you will look out for this in the future. Good-bye."

What did that mean? I doped it out that the firm of Bascom was one accustomed to use large cheques, and that the bank had set a maximum limit on any one cheque for good and sufficient reasons, even as some Governments in some instances set limits of $1,000,000 for any one draft through the treasury. Now, therefore, any cheque over $1,400 would be challenged and any heavy overdraft which might operate to facilitate recklessness or even fraud on the part of any employee of the Bascoms would promptly be noted and reported, and the fraud or defalcation might be detected.

How to Do It.

But you noticed how Clarkson did it. He did not jump all over the customer nor refuse to pass the cheque. Likely as not he would never stop a cheque. But the limit gave him a perfectly legitimate and prearranged excuse to call attention to the excess sum; and thus he indirectly kept the firm of Bascom cognisant of the fact that cheques in excess of $1,400 were being issued.

So, likewise, must you work out this limit on your accounts. I do not say for a minute that you must stop such an account; but when the $25 limit is passed in a month, I should make it a point to see Mr. Jones and talk with him in casual fashion about like this: "Well, I see you are trading even more than $25 per month with us, Mr. Jones. Naturally, I am glad of it—you can hardly trade more than we want you to. I suppose, however, that there is no reason why we should not change that amount of the limit—that is, if you are going to continue to trade over the $25. You

(Continued on page 36.)

A Veteran in the Western Canada Grocery Trade

J. A. McKerchar Has Been in Winnipeg for 35 Years—Has Seen That City Expand From Population of 4,500 to 200,000—Recollections of Early Days—Clerks Who Are Making Good.

J. A. McKERCHAR lays claim to the honor of being the senior grocer in Winnipeg. He does a high-class business, and the majority of his customers are old residents in Winnipeg who have complete confidence in him, giving him their trade, some of them for twenty-five years and more.

Mr. McKerchar came west with his parents in 1879. They were Glengarry people, and at that time J. A. had just finished school and was 16 years of age. On arrival here he started work as clerk for Messrs. Wishart & Roy, grocers, who then occupied part of what is now known as The Blue Store, on Main Street.

The population of Winnipeg at that time did not exceed 4,500. Already there were quite a number of stores, some of which have since gone out of existence or have been absorbed by other interests. The streets were muddy and the sidewalks wooden, and scarce. Business was carried on in quite a different manner to that of to-day, a large amount of trading being done. There were no railways to Winnipeg, the only one in the province being a 60-mile stretch from Emerson to St. Boniface. Winnipeg people had to cross the Red River on ferries.

Emigrants going west all stopped here. In Winnipeg they purchased supplies before proceeding. Their requirements consisted of a yoke of oxen or horses, wagons, implements including plows and harrows, provisions and clothing. A common order for groceries and provisions amounted to between $200 and $300.

Transportation by Ox-Cart.

Traders started out from here in the early part of the summer for Edmonton, Battleford, and the Rocky Mountains. Their freighting was done on ox-carts, each cart being laden with from 800 to 1,000 lbs. of merchandise, drawn by an ox or an Indian pony. It was a common sight to see as many as seventy or eighty ox-carts lined up on the Portage road ready to start on their long trip west. This road is now Portage Avenue.

It was into the Winnipeg of these days that the young McKerchar came. Ever since he was a small boy his ambition in life had been to become a grocer. His start was obtained with the above firm, with whom he stayed about two years. It was about this time that a relative bearing the name of Zachariah Pickworth, a Canadian who had lived in California many years, came to town.

J. A. McKERCHAR, Winnipeg.
For 35 years connected with the trade in the Western Gateway city.

He had a fair amount of spare cash on hand, and before long he made the suggestion to young McKerchar that the two start in the grocery business. The boy of 18, although he hoped one day to have a store of his own, thought this a little too sudden. His parents thought so, too. Zachariah, however, overcome this difficulty by saying the money was there lying idle in the bank and might as well be put to some use. Eventually he overcame the family's objections and the two started in business as Pickworth & Co., in April, 1881. Less than a year later Pickworth withdrew, and launched out into real estate, the boom of 1881-2 having begun.

Into Business for Himself.

Mr. McKerchar, still in his teens, took over the business, the store being situated on Main Street, opposite the City Hall. It was a frame building, and rising values soon began to cause trouble. The same year the store was moved to the other side of the street, and in a very short time the rent had risen from $25 to $60 a month. He only remained there the balance of the summer until able to secure a better store on the site of the present Alexandra Hotel. A new store had been erected, into which he moved in September, 1882. In December of the same year he was burned out, and lost everything.

He had, however, established a reputation as an earnest and conscientious business man, and wholesalers offered to assist him to start again. Inside of four days he had reopened, the new stand being near Logan Avenue, on Main Street, in which locality Mr. McKerchar has remained ever since. About ten years ago he erected the present building on Main Street, since when business had increased at a phenomenal rate.

The class of goods sold in those early days differed to what is in demand in Winnipeg today. Mr. McKerchar was in business when rolled oats came on the market, the demand up to then having been for standard and granulated oatmeal. Compare this with all the breakfast foods that are on the market today! The staple lines of biscuits which sold then at 15c. to 20c. per lb. are seldom asked for nowadays, people preferring to pay 40c., 50c. to 60c. per lb. for the fancy varieties.

High Cost of Living Cause.

In Mr. McKerchar's opinion this is one of the secrets of the high cost of living. People, he says, could buy good wholesome foods at the same prices almost as they did in the olden days; but they won't look at them. The staple lines of thirty years ago are put in the background, giving place to the more expensive lines of to-day. It is the extravagance of the age that makes the cost of living so high, he claims.

Among the wholesalers doing business in Winnipeg when the McKerchar business opened up were Turner, McKeand & Co. and W. H. Lyon & Co., who later sold out to Mackenzie and Powis. Mr. Turner is still in business at Hamilton. Messrs. Mackenzie and Powis are both living, the former residing in Winnipeg. These firms had their headquarters in Winnipeg. Then there were Campbell Bros. and Wilson of to-day, then known as Sutherland & Campbell. They were getting a hold in the west thirty years ago, and Thompson, Codville & Co. started a branch of their Quebec house. Another firm who started business about that time was the A. Macdonald Co. The biscuit factory of Paulin, Chambers & Co. was in operation as early as this, then being known as Chambers Bros.

Among the early retailers who followed Mr. McKerchar were A. R. Christie on Portage Avenue, and J. G. Hargreaves, followed by Stone and Bryson (now W. H. Stone & Co., Ltd.), Hardy & Buchanan, D. A. Ritchie, Treleaven & Campbell, J. J. Jackson, and many others who have come and gone. John Bryson, of Stone & Bryson, went east about fifteen years ago to manage the

grocery department in his brother's departmental store at Ottawa. He died there. William Hunter, who had a good store on Portage Avenue many years ago, is now a resident of Victoria, B.C. F. E. Weldon, who had a splendid store on Portage Avenue, retired a few years ago, and is at present in Germany on a visit with his family.

Clerks Who Made Good.

Among Mr. McKerchar's clerks during the past thirty years there are many who have started in business for themselves and have made reputations. James H. Stevens, his first clerk, went to Port Arthur after serving him for a few years. He later returned, was employed by Mr. McKerchar for sixteen years, and left last spring to go into business with Mr. Wight at the corner of Maryland and Preston Streets.

John Coltart, one of the first clerks, is now manager of the Dominion Produce Co., Winnipeg. After being with J. A. McKerchar for seven years, he went into partnership for some years with Alex. Hendry on Main Street, later joining the Dominion Produce Co.

James Grant, another ex-clerk, started in business at the corner of Notre Dame and Sherbrooke Streets a few years ago, and is doing splendidly. J. A. McDowell, whose store is on Portage Avenue, near Sherbrooke St., is also an ex-employee. J. F. Douglas, of Moffat & Douglas, who operate two stores in Winnipeg, was another. Murray Kellough, also a clerk, is now in business at the corner of Wolseley and Maryland.

Harry Toms, of Maycock & Toms, wholesale fruit brokers, was with the McKerchar house for seven years. Before going into the present business he was in partnership with W. B. Francis, as Francis & Toms, in the retail grocery business. Mr. Francis still carries on this business on Flora Street. Mr. Toms started with Mr. McKerchar as a bright boy, just in from Ontario, at a small salary, eventually becoming head clerk. Mr. Francis, at the time they went into business together, was employed by W. H. Stone, on Main Street. C. K. Stewart, who is in business at Rosenfeld, Man., is also an ex-clerk. There were many others throughout the country who gained their experience with this firm, and quite a number of them are on the road traveling.

The West's Great Development.

To-day J. A. McKerchar employs eighteen persons in his store. The growth in the business has been very great in the last ten years, due to the growth of the city, which has jumped from a population of 50,000 to 200,000 almost in a decade. The country has developed at an equally rapid rate. In that time Mr. McKerchar's business has practically trebled. It has been conducted on the same lines right along, the cash sales during the last few years having shown a marked increase. The majority of the regular customers, however, settle once a month.

J. A. McKerchar in private and public life has earned a reputation for integrity, square dealing, public spiritedness, and for those qualities that make a good citizen. He has served the city for sixteen years on the school board. He has some large real estate interests in Winnipeg, where he bought at the right time.

A Persecution Case.

The following resolution will be of interest to those who know Mr. McKerchar or who recollect the recent case in Winnipeg regarding the quality of goods he supplied to the Associated Charities:

> "That, in view of the complete exoneration of Mr. McKerchar by Judge Dawson's report from all charges in connection with the supply of groceries under the city contract, and the judge's commendation of the Associated Charities and its work, this Council do express the full confidence of the Council and citizens generally in the Associated Charities, Mr. McKerchar, and the City Relief Department, and they regret that any imputation of misconduct upon Mr. McKerchar's part should have obtained publicity, and while welcoming full and free criticism in all public affairs, this Council do express its further regret that charges without foundation in fact should have been preferred so as to necessitate a public inquiry, with consequent trouble and loss to a justly esteemed citizen and business man of high standing, and that a copy of this resolution be sent to Associated Charities, Mr. McKerchar, and Mr. Kerr, City Relief Officer."

This resolution was passed by the Winnipeg City Council.

To put the matter in a nutshell for readers of Canadian Grocer, Mr. McKerchar has the contract for supplying food to the wards of the Associated Charities. The charge was made by Geo. J. Bury that the food supplied was inferior. Judge Dawson was appointed to conduct an investigation, which occupied nine days. In his finding he exonerates Mr. McKerchar absolutely, and these words appear in his report:—"The charge or suggestion that Mr. McKerchar may have profited by the goods supplied by sending an inferior quality is an odious one. I have not listened to an attempted case against anyone more effectually met than in this instance."

Association News

BRANDON MERCHANTS ENTHUSIASTIC.

Brandon, Man., May 27 (Special).—The Brandon Retail Merchants' Association held their monthly meeting last week. President Price was in the chair.

While the attendance in point of numbers was not as representative as at previous meetings; those who were there evinced their enthusiasm in no uncertain measure by engaging in the discussions before the board until the clock showed 10.30, every minute of the time being a busy one until adjournment.

After the secretary had read the minutes of last two meetings—monthly and special, the reading of correspondence from Manitoba, Saskatchewan, and Alberta branches of the Retail Merchants of Canada, Incorporated, were read and the discussion of this correspondence which followed, brought to light the fact that the campaign of useful co-operative information inaugurated by the Brandon Association in the early stages of its existence has promoted the truth of the saying, "Cast thy bread upon the waters and it shall return to thee after many days."

The question of the annual summer half-holiday and the circulation of the petition almost completed, was threshed out, with the result that a resolution was passed, fixing the day and date, as near as might be to the satisfaction of the majority of the various sections of trade in the city.

A resolution respecting the existing cartage charges was also passed, and the secretary instructed to submit same to the provincial board at Winnipeg for their ruling.

The interesting topic of the desirability of an association picnic during the coming summer, was touched upon and referred to the executive at an early meeting for their deliberation.

The secretary was further instructed to draft a circular letter and reply card, for submission to the executive anent the benefit to be derived by the appointment of a censorship department to the association to supervise canvassing schemes.

Recent issues of trade journals dealing exhaustively with Retail Merchant conventions, held lately in Ontario, Manitoba, Saskatchewan and Alberta, were passed freely among the members present, and they were greatly impressed by the evidence of the tremendous working forces now being set in motion, to revolutionize and consolidate the retail trade of Canada.

The Evolution of the Scale

Ancient History on the Earliest Known Weighing Device Found in Ruins of Pompeii—The Gradual Improvement Up to the Modern Automatic Weighing and Computing Scale—Value of Heavy Scale for Checking Incoming Goods.

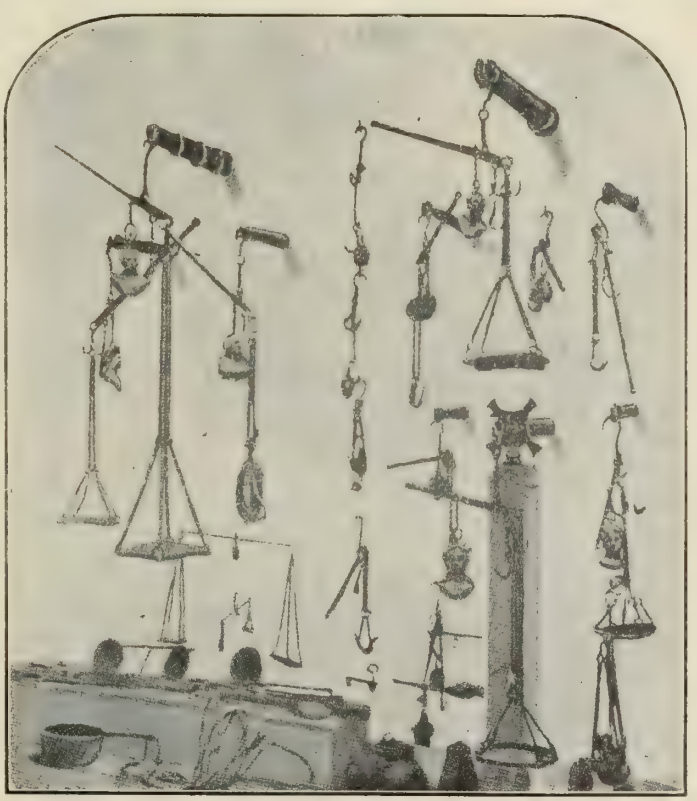
THE weighing device of 2,000 years ago—if we could to-day but place it on the counter—would make a sorry contrast with the modern scales to be found in so many grocery stores of the present. The evolution of the scale provides an interesting chapter in the era of progress from the time of the ancients and their crude methods. If one could but take a long peep back into the past and see the weighing devices the Romans used centuries ago, the sensation would be as unique as if Julius Caesar himself were to come back to earth to witness to-day the flight of a bird-man in a modern aeroplane.

Weights and measures have from time immemorial given standards for the traffic of the world. They antedate the use of money of any sort. Metal as money was originally so much weight in the balance; its name was weight word; the skekel was not at first a coin, but a shekel weight of silver. The talanton of the Greeks was a talent weight; even now the British gold piece retains the old weight name of pound, though more than two-thirds of its original weight is gone. No satisfactory history of weights can be compiled, and the true values of ancient weights are as uncertain as their origin. The Egyptian supposed he got the balance from his god; the Babylonian would say his wise men invented it; the Israelite traced it back to Cain.

When the Ox Was the Unit.

The earliest illustrations of the process of weighing are found on the temple walls of Egypt, dating back to the Rameses and the Thothmes kings. Here the balance appears, having gold rings on one side, counterpoised by a weight in the shape of an ox head on the other. The ox unit of value—i.e., the average worth of an ox or cow, was everywhere current in primitive times. The Homeric ox unit has been calculated as on an average equivalent to 135 grains of gold.

The most accurately defined weight is probably the Babylonian mina, discovered by Petrice of Egypt, and now deposited in the British Museum. This is of serpentine stone, conical in shape, of a weight of 15097.6 grains, with this cruciform identification: "One Manch, standard weight, the property of Meridach—sar I lami, and duplicate of the weight which Nebuchadnezzar, King of Babylon, made in exact accordance with the deified weight of Dungi, a former king." According to Layard's tables, the derived weight of one mina seems to have approximately been that of a pound avoirdupois.



Reproductions of ancient scales found in the ruins of Pompeii which was destroyed A.D. 79.

One of Oldest Scales Known.

The scale above on the left is one of the most ancient known. It was discovered in the ruins of Pompeii—the great city that was covered 2,000 years ago by lava and which lay buried until well into modern times. As will be seen from the drawing, this old device consisted of a rope run through a pipe held horizontally by an upright in the centre. A lamb in those days was weighed by placing it on one pan of this scale and stones of equal weight on the opposite pan.

The contention is made, and is a reasonable one, too, that this was the origin of our "stone" of 14 lbs., used by many to-day in selling oatmeal, flour, etc. This old device has as well some of the ear-marks of the modern sensitive equal-arm-balance used by the apothecary.

Coming of Steel Yard.

As time wore on this Roman scale gradually evolved itself into the next shown above, which is an old type of the steel-yard. Again this became more modern, and

(Continued on page 34.)

The Test That Upset Theory

The scale that weighed over five million pounds without losing its fine accuracy, upsetting the theory that a spring-containing scale is unreliable.

Can you imagine one scale weighing the contents of a freight train of some eighty-three cars, stretching out to a length of about 7-10 of a mile — five million (5,000,000) pounds, and after this severe test, to be as accurate as it was when leaving the factory?

This is the actual test that was conducted to prove the durability, efficiency and accuracy of the Dayton scale.

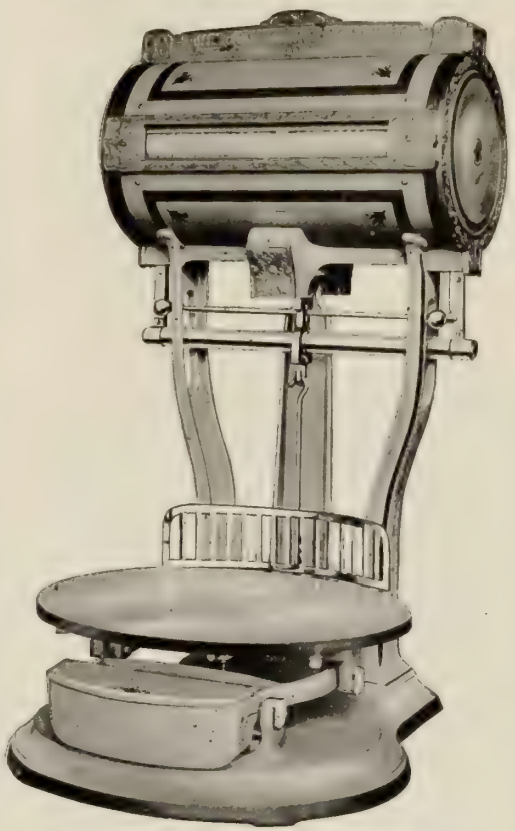
How the Test Was Accomplished.

An automatic electrical device was employed to lower and raise a 10-pound weight on and off the platform of the scale. This performance was continued until the above colossal weight was indicated. Each day a Government inspector tested the scale to its full capacity, and at the final test the scale was in as perfect condition and weighed as accurately as when it left the factory.

What 5,000,000 lbs. mean.

200 weighings per day for 312 working days—62,400 weighings per year; 5,000,000 pounds at the rate of 62,400 weighings of 1 pound each—80 1/8 years; 5,000,000 pounds at the rate of 62,400 weighings of 5 pounds each —16 1-5 years.

The average weighing is found to be about 2 pounds and the average number of weighings per day is about 200, therefore at this rate 5,000,000 pounds represents about **40 years of service** in the average grocery store.



The Dayton scale that stood the severe test of weighing the equivalent of an eighty-three car train load without losing its accuracy—a test which upsets the claim that spring-containing scales are not dependable.

Not Affected by Temperature.

This scale contains coil springs as a part of its mechanism—the usual high-grade coil springs found in most Dayton scales, which are guaranteed 10 years and kept perfectly accurate and free from variation to even the slightest degree by the **patented thermostat,** which perfectly adjusts any expansion or contraction due to changes in temperature.

Theory Not Always Practical.

The above severe test, the thousands of endorsements from satisfied users and recognized Government authorities all go to prove that the Dayton Scale is the most perfect of modern weighing inventions. All the encyclopedia theory cannot upset facts that have been proved beyond the shadow of a doubt.

The Pioneers of Computing Scales.

The Computing Scale Co. of Canada, Ltd., are the pioneers of the computing scale business, and have made a long stride in bringing efficiency into the grocery trade by introducing their money-weight system of weighing. This system practically eliminates the weighing by pounds and ounces and substitutes the ascertaining of the true money value of the article in one operation, thereby cutting out needless figuring, saving loss of time and possible mistakes.

Money-Value Weighing.

There are many distinct advantages accruing from the adoption of the money-value weighing instead of weighing by pounds and ounces and then multiplying by the price to obtain the amount.

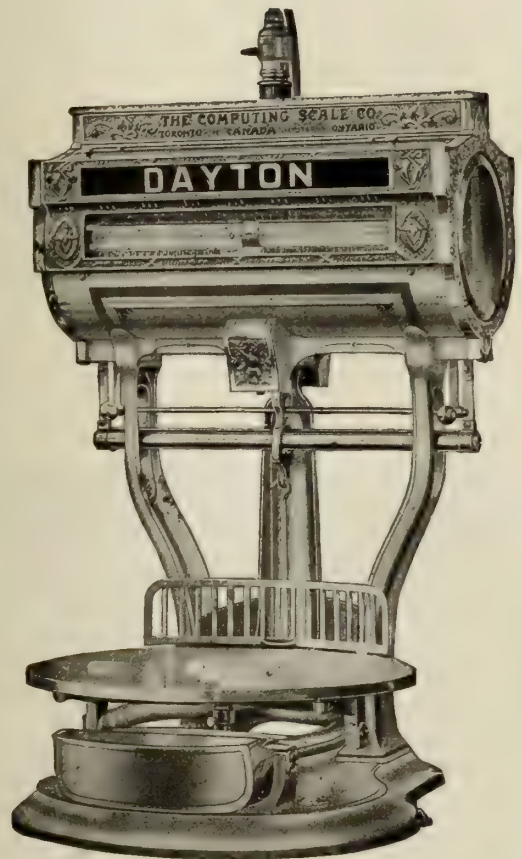
The latter system not only needlessly consumes the salesman's time, but leaves loopholes for loss or overcharge, either of which results disastrously to the merchant, for small losses soon become large ones and overcharges are sooner or later detected and he is seldom given the benefit of the doubt, but loses good customers.

A Marvel of Simplicity.

The Dayton Scale is a marvel of simplicity, speed and of never varying accuracy, giving continual satisfaction, and meeting Government tests for both weight and correct computation. It represents the highest point of mechanical weighing in the evolution of scales —the scale made in Canada by a Canadian Company and built by Canadian Mechanics.

THE "DAYTON" SCALE

Over 350,000 of these Automatic Computing Scales are in use



Maae in Canada by a Canadian Company, built by Canadian mechanics

The latest improved labor and money-saving "*Dayton*" *Scale*

ACCURATE SPEEDY

The Dayton scale is backed by hundreds of thousands of satisfied users, proved accurate by Government tests and guaranteed by the makers.

The money-weight system of weighing was originated and perfected by us in the Dayton scale, adapted to all styles of scales for every use, and though imitated, has never been equalled for its accuracy and simplicity.

The scale here shown—the "Dayton," is our latest improved computing scale, beautiful in design, artistic in finish.

It has no loose weights, poises or adjustments,

No thumb-screws to balance scale,

No cut-down pivots used in the construction,

No friction-producing check-rods.

The "Dayton" is fitted with our **Patented Thermostat,** which perfectly adjusts any expansion or contraction due to changes in temperature, and is thoroughly tested and proven accurate by Government officials and men of known authority in science, also by years of actual service on the merchants' counters.

Let us prove to you that the "Dayton" can save its price many times over in eliminating waste, saving time and satisfying your patrons.

Write a postal to-day for fuller particulars—**"Tell us more about the Dayton."**

The Computing Scale Co. *of* Canada, Limited

TORONTO, CAN.

EVOLUTION OF THE SCALE.

(Continued from page 31.)

even to-day are to be found this steel-yard type of weighing device. Down to 1830 it was the only practicable method of weighing. A few years ago our fathers on the farm used the steel-yard extensively for weighing bags of grain, potatoes, dressed hogs, etc., before taking them to market.

Value of Large Platform Scale.

Then followed the platform scale. This scale was first built with wooden levers, steel knife edges and proper bearings, while, of course, to-day the mechanism of the modern platform scale is constructed entirely of steel or iron. Many merchants make the mistake of not securing a modern heavy scale for weighing their incoming product in bulk, a very necessary proceeding, as the enormous leaks—unintentional, no doubt, on the part of the shipper, but nevertheless real—caused by the reception of short-weight goods have seriously cut into profits.

On the extreme right of the cut at the top of first page is a spring scale of what is known as the "dead-load" type, and was recently put under the ban of the Dominion Government. The scales of this class now in use will, however, be permitted so long as they pass inspection; but their manufacture is prohibited, so that in a few years' time this type will be practically extinct.

The most common forms of weighing machines seen to-day on the counters of Canadian grocers are either the scale with a sliding poise of weight or a dial-

One style of scale used by dealers for weighing incoming goods.

computing scale. These counter scales are designed for weighing with great accuracy.

The Computing Scale.

In earlier days accuracy in weighing was not so important as it is to-day. Then the margin between cost and selling price was usually large. It was not an uncommon thing in those days to see a dealer throw in an ounce or two after weighing the goods. In fact, it became the universal practice to give overweight, but with the arrival of modern times and the constantly decreasing margin between the cost and selling price of merchandise, it became apparent to the merchant that he could not afford to continue an unprofitable business. At the same time, he felt the need of some quick method for finding rapidly and accurately the money value of the goods he sold. From these two requirements the automatic self-computing scale resulted.

While computing scales in some form or other were invented as early as 1849, yet practically all the really modern features of this scale have been added since 1885.

The reputable scale makers are all the time working out new and improved weighing devices, and care should be exercised on the part of the purchaser on buying only from reputable concerns, as a poor scale is worse than none at all, and there are, unfortunately, a large number of cheap weighing machines on the market.

REGULATING SIGN BOARDS.

An Edmonton, Alta. alderman has proposed amendments in the city council to prohibit sign boards near public parks and along the river banks, also to stop the posting of signs on private property and vehicles on the streets. The request for this measure came from C. Lionel Gibbs, chairman of the City Beautiful section of the Edmonton Industrial Association.

Interior of the Readwin Grocery, Guelph, Ont. Among the fixtures will be noted a cash register, computing scale, glass front counter refrigerator and silent salesman.

Factors in Building Up a Corner Grocery Trade

Methods Adopted by a Guelph Dealer Who Has Spent Many Years in the Business—System for Knowing Progress Being Made From Day to Day—Keeps Watch on the Small Things.

THIRTY years in a corner grocery is an experience which gives almost unlimited opportunities for studying those relations between the grocer and his customers which is so important where a merchant is supplying the varied and daily needs of a community; and when that experience is confined to the same locality where the development has been steady but not rapid it is interesting to note some of the conclusions which that grocer has drawn, particularly when the grocer is such a man as Geo. K. Readwin, of Paisley Street, Guelph, Ont., who has built up a large corner store trade by taking advantage of every possible detail of profit and by extending the range of his custom by personal efforts.

And do not think that Mr. Readwin is a man who gives an armchair treatise on the theories of the game. He is in the thick of the fray and in the prime of life. George K. Readwin was selling groceries, or rather helping to, when most boys of his age were in school. He helped his mother in a humble establishment which was opened in one room of their small cottage home; he was in the game when coal oil sold at 50 cents a gallon; when tea brought a dollar a pound; when sugar was eight pounds for the dollar, and when eggs went at ten cents a dozen and butter at a York shilling. These were the days when many of the working men were drawing three dollars a week, which gives food for reflection.

Established 37 Years Ago.

The Readwin store was started in January of the hard times year of 1877. That such a year and such a season, with the Christmas trade just over, should have been chosen to launch a business venture is pointed to today by Mr. Readwin as an indication of how they appreciated the fine points of the business. That there are many people who start into the corner grocery to-day with about the same idea of what they are tackling is the opinion of this veteran of the trade. That the venture survived was undoubtedly due to the same ability for looking after the little things of the business which characterizes him to this day.

To-day the Readwin store has a trade which extends over a large district, and it is a trade which is maintained, because the needs of the customers get careful attention, because the same principle applies inside the store—it is in the small things that the profits are, in the opinion of Mr. Readwin.

Taking Every Discount.

On the principle of taking advantage of the small things Mr. Readwin buys on a comparatively large scale, and takes up practically everything offered in the way of discounts. This he believes is the only way to make a corner grocery a success. He would not advise this to be done by anyone who did not know the business well enough to buy close to the margin of requirements; but when he stocks a line which he knows he can sell he stocks it as heavy as his business will warrant. He buys his most popular selling tea 500 pounds to the order, and canned or boxed goods, soaps, etc., in five and ten-case lots.

"I do not want five dollars on my shelves that is not turning," said Mr. Readwin with reference to his buying in general, "and I buy with that end in view. I do not buy any article for which I cannot create a demand, or for which there is not already a demand. With regard to proprietary articles which are made by several different firms, I choose one good line and sell it. I find that my customers will take my word with regard to the quality, and I am not only therefore able to keep my stock fresher, but I have comparatively little tied up in a financial way."

Keeping Track of Business.

In the Readwin store there is no extensive system of bookkeeping. There is a filing cabinet for counter cheque duplicates which does satisfactory service as a ledger. The only other book is one which Mr. Readwin has evolved from his own experience. It is one ruled, as indicated in the accompanying sketch. With it a tab is kept on the daily business as compared with the previous year—the amount of cash and the amount of credit—and with its aid at any time it can be told how collections compare with the previous year and how the credits stand in comparison.

It is interesting to note from this book that the business of Mr. Readwin for the first three months of the present year increased 35 per cent. over a year ago—and this in view of the talk of hard times.

How He Collects.

One of the features of the success of Mr. Readwin's business has been that he has had comparative success in the collection of his accounts—and it is necessary to give credit in the retail grocery trade in a manufacturing city.

"I have no system for sending out accounts," he explained, except that I send the account, or more often a collector calls with it, at a time when I figure there should be money in the hands of the customer. This I accomplish by knowing when the man of the house is paid and governing myself. "As there are good and bad risks, I find it better in doubtful cases to refuse at the start than later when the effect is that the account is neglected. Then the cash is often taken to someone else further down the street."

MAY.

DAY	DAYS BUSINESS	CASH	CREDIT	PAID ON ACCOUNT	TOTAL CASH	CREDIT INCREASE	CREDIT DECREASE	BUSINESS INCREASE	BUSINESS DECREASE
1	$104 50	$60 10	$44 40	$57 95	$118 05		$4 35	$28 50	
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									

System in the Readwin Store, Guelph, for following up daily cash and credit sales.

That there is such a thing as being too accommodating with customers is gathered from one experience of Mr. Readwin with a customer who had asked for some baking powder. He was requested to get the baking powder at the drug store and did so. Figuring that had he made the sale from his own stock he would have made five cents, and that when he went to the drug store after it and made the delivery he should be entitled to the same profit, he added five cents to the drug store price—and now he has not got that customer. That is what one grocer got for accommodating a customer.

P.O. Box Brings Business.

Outside the Readwin grocery is a letter and newspaper mailing box. This was located after Mr. Readwin had made a request for consideration. In his opinion it is a factor in bringing business. For the accommodation of his customers he handles postage stamps, and this brings the people into his store. It is by looking after such details that he has been able to attract new business.

Mr. Readwin believes in up-to-date equipment, and has recently installed a sanitary display counter. He has computing scales, and after some years' experience says he would not be without them.

Provisions are sold, and a refrigerator, which was installed for storage purposes for this department, was soon paid for. Other departments which receive attention are cakes and pastry and confectionery. Cases are used for each, and they are considered as profitable factors in the business.

Looking back to the days when the business was launched, Mr. Readwin sees a great change; then proprietary articles and canned goods, which now fill the shelves, were unknown. In his opinion the cost of living in groceries has not increased in that period, but has decreased materially. Provisions are higher, but the staple lines are much cheaper where comparisons can be made.

KEEPING DOWN CREDITS.

(Continued from page 28.)

see, the bookkeeper runs over these cards continually—for some people need reminding, you know—and unless we make some note on yours she might send you one of our forms calling attention to your excess; and I should not like to have that kind of thing happen in your case. Shall we fix it that way?''

Now this will have the effect of showing Jones that you watch ALL accounts; also that his bill is running higher than he said it would. Possibly he does not realize how big it is—and this is a fine chance to caution him to go slow. Again, there may have been a temporary reason for the excess and he may not want to change the limit. He will very likely caution Mrs. Jones to hold up a bit. Altogether you will have put Jones wise to your business methods, and that will always be good for both parties.

Keep Your Appointments.

All of which gets back to the cardinal principle of a very successful collector—that you must always keep appointments with those who promise to pay.

It is an established fact that the man who is on time is the man who gets the money. If a debtor agrees to pay you a certain sum on Tuesday at 2 p.m., and you are there, on the dot, at 2 p.m. Tuesday, you stand an excellent chance of getting the money, even if he has been thinking that he would dodge you. Many a slippery customer lacks the final strength of gall to refuse to keep his own definite engagement.

This being true of debtors who need chasing, it is also true of those who have not got into the chase class—and whom you do not want to have join that class. Thus, to keep your customers good, be on the dot with your collections on the day and at the hour when your card indicates that collection should be completed. The best way, of course, is to arrange to send the bills out, either by mail or by collector, when due. If you do send out and the customer kicks, saying he prefers to come in, you will immediately acquiesce. Then watch, and if the money is not forthcoming with reasonable promptness after the pay day, jack him up.

I hope it goes without saying that all this reasoning applies to the leaving of balances unpaid. If you stand out firmly against the FIRST balance, you will stop that trouble for the future with such customer. You MAY lose him; but that were better than to lose money with him.

The habit of ringing up the former grocer is the best kind of method. This should be extended to other merchants, so that if there is no grocer, there may be a clothier. Extend it still further, and get names of merchants in former town in case of new people; and make the newcomer wait until you have written and got your reply. This habit of mutual helpfulness among retailers is growing. It cannot grow too fast nor become too general. It is one of the finest developments of the times.

* * *

Doctors, Scientists, Grocers.

Comparisons are said to be odious. Invidious comparisons undoubtedly are odious. But something occurs to me right here.

In the medical profession it is unethical to seek to profit in a personal, pecuniary way by any discovery of method, means or treatment. A doctor is bound by professional ethics to give all his work freely to the world, for the use of all mankind on equal terms. That is supposed to be very laudable—and it is.

But mark you: Here, in these pages, is always to be found ample evidence that grocers are just as ethical as doctors. Just the minute that a grocer devises or discovers a better way to do things, a short cut in labor, or a new idea in accounting, you will see him rushing into print to spread the news abroad to all brother grocers. He may be a modest man—sensitive about publicity to the point of diffidence—yet he is immediately quickened with the thought that here is a chance to help his fellows—and away he goes and prints it! This article is based on just such promptings on the part of one grocer. It is really one of a long series of such occurrences.

The doctors and other ''profs,'' wise, fine, self-forgetting men that they are, have nothing on the grocers, gentlemen!

PROFITS OF GOODWIN'S, LIMITED.

The annual meeting of Goodwin's, Limited, was held last week in Montreal and sweeping changes were made in the board of directors. D. Lorne McGibbon, the president of the company, and three other directors were dropped from the board and their places taken by four new men. The new president is J. W. McConnell, formerly vice-president; and other members of the board are: W. H. Goodwin, Lorne C. Webster and James Wood, vice-presidents; G. S. Mayes, John W. Ross, R. M. Smyth, C. F. Smith, C. W. McLean, and Dr. Milton Hersey. Mr. Goodwin was again named managing director and C. W. McLean secretary.

The net profits of the company were slightly less during the year ending Jan. 31, 1914. For the preceding year net profits were $162,631, while for the past year net earnings, after interest charges and other obligations had been met and $20,000 additional written off for depreciation of merchandise, amounted to $143,000, or about 11.6 per cent. on the preferred stock.

During the last year Goodwin's enlarged their grocery department, and it now occupies a generous share of the basement. It is laid out in an attractive manner, many of the departments being in fancy booth style, giving the appearance of an organized food show.

SPRING NUMBER WORTH PRESERVING.

The Canadian Grocer:

Gentlemen,—Kindly find enclosed cheque to pay subscription for another year.

Regarding your Spring Number. I think that it itself is worth the price of a year's subscription. Many things are worth preserving for reference.

H. P. ALLISON.

Inkerman, Ont., May 12, 1914.

THE CLERKS' DEPARTMENT

CONTRIBUTIONS PAID FOR.

Clerks are invited to contribute to this page. In the past few weeks several have been making a little extra money by sending in evidences of the Selling Power of the Dealer and Clerk. Each one of you almost every week is boosting the sale of some particular line by using salesmanship methods. Send in a contribution on how you sold a quantity of any line at the regular price. Every article published will be paid for at our regular correspondence rates. Others are taking advantage of this offer, why not you?

GUELPH CLERKS ACTIVE.

The Royal City Clerks' and Salesmen's Association of Guelph, Ont., held their annual meeting, and elected the following officers for the coming year: Hon. pres., G. E. Dawson; president, E. Tovell; vice-president, C. Byford; secretary-treasurer, C. W. P. Curzon (re-elected); executive committee, W. Doherty, W. Steepe, N. Northmore, J. Cully, H. Mahoney, W. Campbell.

The retiring committee reported that the retail merchants had granted the Thursday half-holiday for the summer months, July and August, for 1914.

It was decided to put forth an effort this year to place the Association on a more permanent basis and make it of more educational value to clerks and salesmen, and as a first step in this direction it was unanimously decided to hold a banquet, and an endeavor made to get all clerks and salesladies interested. The event will be in the form of a social evening and a speaker from Toronto will be secured to address the gathering on some subject relative to good storekeeping, etc.

If this banquet is the success it is hoped for, others of a like nature will be held at regular intervals.

The association in the past has never undertaken anything of this kind other than the holding of a "Field Day," races, sports, etc., excursions and band concerts. It has also secured each year a Thursday half-holiday during the months of July and August. The association is not affiliated in any way with any labor organization, its object being to create better relations between the merchants and their clerks.

CONTEST WINNER'S NEW POSITION.

After being with S. G. Freeze, one of the largest grocers in Calgary, Alta., for three years, T. C. Jack, who won the first prize in a recent clerks' contest conducted by Canadian Grocer, is leaving to accept the position of manager in the store of Sutherland & McFarlane, Elko, Nevada.

TOM C. JACKS.
The Calgary salesman with S. G. Freeze, who won first prize in Canadian Grocer's Clerks' Contest some time ago.

Through his success in the above competition, Mr. Jack has become famous in the grocery business in Alberta. Every grocery traveler visiting Alberta looks him up, and attempts to interest him in a new line of shrimps. Mr. Jack has been president of the Retail Clerks' Association, Calgary branch.

WANTS HALF HOLIDAY THE LAW.

By H. V. J., Montreal.

It would be a great boon both to masters and men in the grocery trade if a weekly half holiday was the law—in fact, if the hours of stores were regulated by law. Personally, my hours of business are not long, but if a general half holiday were the rule in Canada as it is in England and Australia, etc., employers to-day would not be crying out for efficient men in the grocery business. I trust that as far as lies in your power your efforts through your valuable paper will be directed to this end of securing shorter hours for grocery clerks. If some Members of Parliament or influential gentlemen would make this his sole aim and secure it, he would deserve to have his name inscribed on the roll of fame in letters of gold, so that future generations could turn with grateful hearts and bless the man who fought for one of the greatest blessings for mankind in general and the grocery business in particular.

I know what I am writing about because I've had twenty years' experience in the grocery business, and in the Old Country have fought for and won this privilege.

DOLLAR DAY IN STRATHROY.

The merchants of Strathroy, Ont., are having a Dollar Day sale on 29th and 30th of May, specializing on dollar sales. They are advertising for 25 miles around Strathroy so as to give the farmers a chance. A green pennant is located in every window with Strathroy Dollar Day featured, and green price tickets are used for same featuring the idea. A purse of $75 is put up for premiums, in $15, $10, $5, $3, $2 and 35 one dollar bills, giving a coupon to each customer purchasing a dollar's worth of goods. After the sale is over the coupons will be put into a box and shook up. The first coupon picked wins the big prize. The committee in charge are: H. R. Malone, W. Steples, Newton and Feele, and W. H. Geddes & Co.

VICTORIA DAY DECORATIONS.

In place of the ordinary window display, Geo. S. Bartlett, of the King Edward Grocery, Chatham, Ont., on May 24 and 25, devoted the show window of his store to a splendid display. The central item was a large portrait of the late Queen Victoria, draped in red, white and blue bunting, with, on each side, a large Canadian ensign. Palms and ferns were used to help out the display, while a show card bore the words: "A memory that will live forever." The unusual display attracted a great deal of favorable comment.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

The Central Fruit Auction Co., Ltd., has been incorporated at Montreal.

T. J. Kerans succeeds A. R. Armitage, general merchant, North Onslow, Que.

Lafrance and Frere, general merchants, has been registered at Danville, Quebec.

The death occurred recently of Walter Glawson, grocery, Pleasant Harbor, Nova Scotia.

Cousineau and Moffatt has been registered at Montreal; they will deal in oysters, etc.

John A. Owens, for 20 years a grocer in St. John, N.B., died last week at the age of 66. Beverley Belyea, another St. John grocer, also died recently. He was 33 years in the business.

Among those firms reported burned out in the recent fire at Portage DuFort, Que., are:—J. P. Cotie, general merchant; John Coyne, general merchant; E. B. Gayler, general merchant; T. E. Richardson, general merchant.

Ontario.

T. G. Ferguson succeeds George Agar, grocer, Ottawa.

Max Asner has bought the Claremont Grocery, Toronto.

Frederick Ward, grocer, Toronto, has sold to Mrs. E. Friend.

Alex. Wilson, Toronto, has bought the grocery of J. J. McBeth.

A. Mickle has opened a grocery business in Wallaceburg, Ont.

G. Roscoe has bought the grocery of J. E. Hodgson, Toronto.

W. A. Jackson, grocer, Toronto, has sold out to Notter Brothers.

C. Mitchell has bought the grocery of R. J. Gracey, Mount Forest, Ont.

J. C. Fluhrer, general merchant, Vineland, Ont., has sold to C. G. Moyer & Sons.

F. H. Simkins has bought the grocery of Imrie and Stewardson, at Tillsonburg, Ont.

B. S. McMurtry, grocer, Toronto, has sold his branch store at 1146 Yonge street, to J. R. Porteous.

The Grocers' Specialty Co., Hamilton, Cnt., have moved from 8 Catharine St. N., to corner Hughson and Gore streets.

Groskurth Bros., general merchants at Laurel, Ont., have dissolved partnership. The business will now be carried on by Warren Groskurth, a member of the old firm.

The grocers of Windsor, Ont., and Kingsville, are closing their stores every Thursday afternoon during May, June, July, August, and September, except when there is a public holiday in the week.

A Toronto grocer was convicted last week of selling adulterated maple syrup as pure. The sign read "Pure Maple Syrup, 25 cents a quart," and an inland revenue officer purchased a quart of it. While a conviction was registered the case was remanded.

R. R. WILSON, Winnipeg.
Wholesale grocer who was elected president of the Canadian Credit Men's Association.
See page 24.

Western Canada.

M. Chaiken is a new grocer in Calgary, Alta.

W. C. Rutherford, Winnipeg, is now in business.

J. Patterson, Edmonton, has bought out W. Edgar.

H. Carroll will open a new store in Crystal City, Man., shortly.

R. Fachine, Regina, Sask., has been bought out by F. A. Fraser.

L. J. Smith, grocer, Winnipeg, Man., is succeeded by W. C. Rutherford.

R. Watson, general merchant, Duff, Sask., is succeeded by J. A. Bunch.

S. Brewster, of St. James, Man., has taken over the business of Y. Willis.

Wm. Kreesy succeeds G. C. Martin, general merchant, at Langbank, Sask.

J. C. Little, general merchant, Bridgeford, Sask., is moving to Gilroy, Sask.

Selby and Glover, succeed Waddell and Govier, general merchants, Mawer, Sask.

Jas. McLeod, general merchant, has removed from Sceptre, Sask., to Prelate, Sask.

W. W. McRae succeeds A. L. Courtney, general merchant, at Sidewood, Sask.

W. E. Lonsborough, general merchant, Culross, Sask., is succeeded by B. J. Wray.

A. B. Ames & Co., succeed Hessen & Galloway, general merchants, Lougheed, Alberta.

E. Carpenter succeeds Kirkrod & Sons, general merchants, at Brunkild, Manitoba.

A. Gould has purchased the general store business of A. T. Morrison, Wapella, Sask.

The Garson Supply Co., succeeds Mrs. W. S. Eades in the general store at Garson, Man.

H. E. Manley has bought out R. Mather & Son, general merchants, Asquith, Sask.

W. P. Ball, general merchant, Forward, Sask., has sold out to Nairn and Longhorn.

Lyons Bros., general merchants, Blaine Lake, Sask., have sold to Gordon Brothers.

R. J. Atcheson has been succeeded in business at Edmonton, Alta., by Cresswell and Atherton.

Otto Becker is contemplating the establishment of a coffee and spice mill in New Westminster, B.C.

The Moose Grocery Co., Moose Jaw, Sask., are making extensive alterations in the interior arrangements of their office.

W. Duncan has opened a business at Edmonton, Alta., under the name of the Westgrove Grocery and Confectionery Company.

An interesting business transaction is reported from Spy Hill, Sask., where two general merchants traded portions of their stocks. P. E. Carroll and Chas. Haddrell took part in the trade, the former handing over his stock of hardware, harness and crockery to the latter for general lines.

Third Advance in Sugar: Market Still Very Firm

Refiners Act on Another Advance Made in New York—Further Increases Looked for in Some Quarters—Canned Peaches and Good Quality Salmon Advancing—Shelled Walnuts Very Scarce.

Office of Publication, Toronto, May 28, 1914.

A third advance in sugar within two weeks does not seem to have materially changed conditions in the market, which is still very firm. With the rainy season now starting in Cuba the mills are closing up rapidly and the excess of visible supply is fading quickly. In the trade there has been heavy buying and further advances are predicted by those who should be in touch with the situation. The increases in sugar were not altogether unlooked for, but three price changes in two weeks is rather more than had been expected. Many retailers no doubt foresaw the increases, but under the present business conditions did not feel like taking a chance on heavy buying, with the result that there has been big buying on the upgrade.

Montreal reports rather better conditions for trade, but locally business seems to be very fluctuating; wholesalers in this city and in Winnipeg report a falling off in business on account of the number of contractors who are idle this summer. Better weather is noted by the report from Regina, and the development of the Western crop will be watched with interest.

The holiday caused a little improvement temporarily in the fruit business—which by the way has been good all spring—and better weather is bringing along the northern vegetables, the result being chiefly noticeable by the reductions made on the Montreal markets. Strawberries are coming in to replace pineapples, but tomatoes promise to be scarce until the Canadian crop comes in. The heavy damage to the peach crop has had a further effect on the prices of canned peaches, and evaporated stocks also promise to go up in price.

Wheat continues strong and flour remains firm on small business; the prediction is made from a reliable source that corn cereals will go up next week if the 70c price is maintained in Chicago. Backward weather keeps up the price of mill feeds.

With the warmer weather, Toronto dealers are increasing the price of cooked hams and backs, while at Montreal barreled pork is cheaper; the market for hogs continues easy. Butter is cheaper, although the grass products are commencing to arrive and some of the dealers feel that prices will stay down; there has been no interest as yet in the export trade. Eggs are easier, with some of the packers dropping out of the competition; some wholesalers will offer no more than 18c.

Good brands of sockeye salmon are higher; shelled walnuts and almonds are very scarce. Stocks of prunes are being cleared up and new stocks promise to bring high prices.

Markets in Brief

QUEBEC MARKETS.

GENERAL GROCERIES—
- Another advance of ten cents in sugar.
- Almonds and walnuts firmer.
- Canned salmon and peaches advance.

FRUITS AND VEGETABLES—
- Cherries cheaper; apples scarcer; Sorrento and Valencia oranges now offered.
- New native vegetables arriving and prices lower.

PRODUCE AND PROVISIONS—
- Barrel pork declines 50 cents.
- Butter down one cent and market easier.
- Higher prices likely for new-laid eggs.

FLOUR AND CEREALS—
- Flour market firm but unchanged.
- Good demand for feeds.

FISH AND OYSTERS—
- Trade active in fresh fish.
- Salmon exceedingly scarce.
- Canned fish more active.

ONTARIO.

FLOUR AND CEREALS—
- Market continues quiet.
- Corn cereals likely to advance.
- Mill feeds still strong.

FRUITS AND VEGETABLES—
- Strawberries coming freely.
- Tomatoes remain firm in price.
- Many vegetables cheaper.

FISH AND OYSTERS—
- Fresh varieties plentiful.
- Soft-shelled crabs offered.

PRODUCE AND PROVISIONS—
- Backs and hams dearer.
- Butter at lower prices.
- Old cheese very scarce.

GENERAL GROCERIES—
- Sugar again advances 10c.
- Walnuts are very scarce.
- Canned peaches and salmon higher.

MANITOBA.

GENERAL GROCERIES—
- Sugar up 10 cents cwt., may advance further.
- Prunes will be dearer in June.
- Rice scarce and good demand.
- Beans to go up 15 cents bushel.
- Canned peaches soaring.

FRUITS AND VEGETABLES—
- Minnesota vegetables arriving.
- All old roots off market.
- Pineapples, strawberries and cherries cheaper by dollar crate.

FLOUR AND CEREALS—
- Prices remain same.
- Demand for feed good.

PRODUCE AND PROVISIONS—
- Cured meats selling better.
- Lard market unchanged.
- Creamery butter cheaper.
- Eggs a cent higher.

FISH AND POULTRY—
- Salmon declines a cent.
- Little poultry coming in.

QUEBEC MARKETS.

Montreal, Que., May 28.—While business showed some slight improvement during the past week, the two holidays cut into trade to quite an appreciable extent. Last week Ascension Day was observed by the French dealers, and Victoria Day this week was generally observed by all the dealers. Finer weather has prevailed, and this has helped to make business better. There has been an improvement in the country trade, and outlook is brighter than for some time past. A fairly heavy rain last Friday had the effect of putting out forest fires which have been raging throughout the country and doing considerable damage to the lumber. It was also greatly welcomed by the farmers, whose crops were suffering by the continued drought. There has been little change in prices, and most interesting feature is still sugar market, in which three advances have taken place during the last two weeks.

SUGAR.—Another advance of 10c a hundred in all grades of sugar was announced on Tuesday. This makes third advance within two weeks, and market is still firm, in sympathy with the London and New York markets. There has been more buying during the last couple of weeks, and it is evident that a number of retailers were caught with low stocks, though quite a number are rejoicing that they had stocked rather heavily at the low figure.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 45
20 lb. bags	4 55
2 and 5-lb. cartons	4 75
Second grade, in 100 lb. bags	4 30

Extra Ground Sugars—	
Barrels	4 85
50 lb. boxes	5 15
20 lb. boxes	5 25
100 lb. boxes	5 40
Barrels	5 25
Crystal Diamonds—	
25 lb. boxes	5 60
50 lb. boxes	5 40
100 lb. boxes	5 30
Paris Lumps—	
25 lb. boxes	5 60
50 lb. boxes	5 60
Barrels	4 85
Powdered Sugars—	
50 lb. boxes	5 50
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15
Yellow Sugars—	
No. 3	4 40
No. 2	4 50
No. 1	4 10

DRIED FRUITS.—With new fresh fruits coming in quite freely now interest in this market is dropping off. Stocks in most lines are getting low and demand is quiet. There is usual seasonable demand for raisins and currants.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 12
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	....	0 06½
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 1[illegible]	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 180, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	4 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

TEAS.—There is still a good demand, and the market continues strong. The bulk of the sales appear to be with the lower grades, and in many lines these are getting pretty well sold out.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish, No. 1	....	0 12½
Virginia, No. 1	....	0 13½
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—There is little of interest in this market at the present time. The demand is about as usual, and the market steady. Prices have been unchanged for some time.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 22
Santos	0 22	0 23
Chicory, per lb.	0 08	0 10

RICE AND TAPIOCA.—There is a seasonable demand, but nothing exceptional. Prices have not changed, but the tendency seems to be for a firmer market.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	2 90
C.C."	2 80
India bright	3 05
Lustre	3 15
Fancy Rices—	Per cwt.
Polished	4 30
Pearl	4 50
Imperial Glace	4 80
Sparkle	5 00
Crystal	5 00
Snow	5 20
Ice drips	5 35
Carolina head	7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 05½	0 05¾
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05¾	0 05⅞
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

MOLASSES.—Cargoes of molasses continue to arrive every few days, and orders are pretty well filled. There has been a good trade with country dealers, and though prices were cut to some extent early in the season, present quotations have been maintained for last few weeks. The market is a little firmer, if anything.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.30	.28
Barrels	.33	.31
Half barrels	.35	.33

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04	
Pails, 38½ lbs., $1.85; 25 lbs.	1 35	
Cases, 2 lb. tins, 2 doz. in case	2 50	
Cases, 5 lb. tins, 1 doz. in case	2 85	
Cases, 10 lb. tins, ½ doz. in case	2 75	
Cases, 20 lbs. tins, ¼ doz. in case	2 70	
Maple Syrups—		
Pure, per 8½ lb. tin	0 75	
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00	
Maple sugar, pure, per lb.	0 10	0 11

SPICES.—The demand continues good, as it has all spring. Grinders say they have nothing to complain of so far as the volume of business is concerned, and the outlook is satisfactory. Prices have not changed, and the markets are fairly steady.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	25—30	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	28—33	..—1 00	.....
Curry powder	..—35	.....	.....
Ginger, Cochin	18—20	.....	.....
Ginger, Jamaica	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamon seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Dutch, per lb.	....	0 15
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 15	0 18
Celery seed, per lb., in bulk	0 30	0 35
Cayenne Chillies	....	0 25
Shredded cocoanut, in pails	0 18	0 20

NUTS.—There has been a good demand for most lines, especially almonds and walnuts. Shelled walnuts continue scarce, and some of the jobbers are finding difficulty in getting enough to fill orders. Prices are as last quoted, but there is a much firmer feeling for Marbot walnut and soft shell almonds.

Shelled walnuts, per lb.	0 39	0 40
Shelled almonds, 28-lb. boxes, per lb.	0 42	0 44
Finest filberts	....	0 13
Pecan	0 16	0 18
Almonds	0 18½	0 20
Walnuts, Grenoble	0 18	0 19
Walnuts, Marbots	0 15	0 16
Brazils, new	0 13½	0 14½
Peanuts	....	0 13
Peanuts (G)	....	0 09

DRIED VEGETABLES.—There has been a small jobbing trade in beans this week, but otherwise there is little to report. As usual, peas are in good demand, with prices unchanged.

Beans—		
Hand picked, per bush.	2 40	2 50
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

ONTARIO MARKETS.

Toronto, May 28.—Outside of the feature of the rising sugar market, with increases in the face of strong demands, there has been little of interest during the week. In some quarters wholesalers report business to be very fluctuating with the volume of trade at times comparing not unfavorably with a year ago. However, on the whole, conditions are not altogether satisfactory, and collections are rather backward. A factor in the business this year is the falling-off in demands for goods for construction camps, as many of the big contractors are idle.

Further increases in canned peaches are noted, and canned salmon is higher for the best sockeye brands. Shelled nuts are very scarce, and prunes are getting pretty well cleared up, with the prices continuing high.

SUGAR.—The third advance in sugar, making a total increase of 30c in three weeks, was announced by the refiners on Tuesday. It came on an active market following a further increase made in New York, and the market has continued firm in the face of it, with the opinion in the trade that further increases are to be looked for, as New York is still higher, comparatively, than Montreal. All the New York refiners have gone to $4.20, less 2 per cent. The strength of the market generally is due to advices from primary sources, where the production is closing up rapidly now that the rainy season has commenced in Cuba. A private cable from Cuba reports only 52 centrals now working. Interest is centred on the receipt of the weekly cables from the island, and heavy sales have been made not only for prompt shipment, but for forward up to and in July. Prompt is selling 2 /56 c. and f. New York, June 2 3/8, and July 2 7/16. In Europe there have been marked advances influenced by cables from this side of the water. There has been a very marked shrinkage in the excess of visible supplies, 11,000 tons com-

paring with 75,000 tons the previous week.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 51
20 lb. bags	4 61
10 lb. bags	4 66
2 and 5 lb. cartons	4 81
Second grade granulated, 100-lb. bags	4 41
Nova Scotia refined, 100-lb. bags	4 41
Western Ontario refined, 100-lb. bags	4 41
Extra Ground Sugars—	
Barrels	4 91
50 lb. boxes	4 11
25 lb. boxes	5 31
Powdered Sugars—	
Barrels	4 71
50 lb. boxes	4 91
25 lb. boxes	5 11
Crystal Diamonds—	
Barrels	5 26
100 lb. boxes	5 26
50 lb. boxes	5 36
Paris Lumps—	
100 lb. boxes	5 26
50 lb. boxes	5 36
25 lb. boxes	5 56
Cartons (20 to case)	7 31
Cartons (50 to case)	7 31
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 1	4 11

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

COFFEE.—For the season coffee business is holding pretty steady, although, of course, something like a decline of 10 per cent. in the volume of trade must be looked for. However, with a falling-off in the demand in some quarters, there is a new field created in others, and the net change in business is not so very great.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	0 17	0 18
Santos	0 19	0 21
Chicory, per lb.	0 10	0 12

RICE.—With rice quoted at low figures the market is firm, and there would appear some prospects for an increase; not only does this apply to Rangoon, but to the situation in London as well. Brown sago is up half a cent the pound, but it is not a heavy commodity in the market.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 05
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 06½	0 07½
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 10	0 11½
Sago—		
Brown, per lb.	0 05	0 05½
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	0 04½	0 05
Seed pearl	0 05	0 05½
Flake	....	0 09½

SYRUP.—With corn over 70c a bushel, an increase in the prices of corn syrups would seem to be warranted, but against this there is the factor of a falling demand with the summer season and the fact that already the price for syrup is pretty well to the top of the range.

	Per case.	
Syrups—		
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

DRIED FRUITS.—In dried fruits the market is being pretty well cleared up in some lines. Figs are out of the list for the time being. Prunes are going even higher in price, and the prospects are that stocks are to be pretty well cleared out before end of season. As to new crop, there is a lot of speculation, and with reports of a very short yield all along the coast high prices appear to be in order. Evaporated apples are scarce, and the market firm, while peaches are inclined to shade to the outside of the price range on the reports of extensive damage to the oncoming crop in the fruit belt. In dates, the package goods are off about a ¼ cent, while Fards are up the same amount; bidding for the supply seems to be responsible for this condition.

Apples, evaporated, new per lb.	0 10½	0 11
Apples, evaporated, old, per lb.	....	0 06
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06½	0 06¾
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06¾	0 09
Hallowees	0 05¾	0 06
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08¾	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 09
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 06	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06¾	0 07½
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

NUTS.—For the season nuts are very firm, and there is a marked scarcity of shelled walnuts and almonds. The former are selling all the way from 40 to 45 and 50c a pound, according to the quality, of which there is a wide variety. Almonds are firm at 45 to 50c.

	Per lb.	
In shell—		
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 45	0 50
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 40	0 50

SPICES.—Conditions in the market for spices are still seasonably quiet, with the prospects for more active buying in the near future. Prices are unchanged.

	Compound, per lb.	Pure, per lb.
Spices—		
Allspices, ground	0 10	0 13—0 15
Allspice, whole	....	0 12—0 15
Cinnamon, whole	....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	....	0 25—0 35
Cloves, whole	....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	....	0 22—0 25
Ginger, African, ground	....	....—0 16
Mace	....	0 75—1 90
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	....	....—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins	....	....—0 55
Pastry spice	....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole	....	0 18—0 28
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	....	0 26—0 28
Pickling spice	....	....—0 15
Turmeric	....	0 25—0 35

BEANS.—The market for dried vegetables is firm for season, and this is particularly true with regard to Canadian beans; primes are firm at $2.15 the bushel, and hand-picked are selling at $2.40.

	Per bushel.	
Beans—		
Canadian primes	2 15	2 20
Canadian, extra H. P.	....	2 40
Yellow eyes	3 00	3 25
Brown	....	3 25
Lima	0 08	0 08½
Peas, blue Canadian, per bush	2 00	2 25
Peas, green, imported, bush	....	2 40

TEAS.—Market continues firm, with nothing immediately in sight to indicate lower prices. Advices from Old Country markets show situation to be maintaining strength, and shipments for June and July now being offered denote the continuance of high prices.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50
Moyune, gunpowder, pinhead	0 38	0 45

CANNED GOODS.

MONTREAL.—Advices received from British Columbia indicate advanced prices for all grades of salmon. The market for "pinks" is reported firm, and several export sales to English buyers have been made at advanced prices. Cohoes will open at an advance on the holding prices. There has been a considerable further advance in sockeye. It is estimated that 360,000 cases have already been sold out of a probable pack of 450,000. The price of clover leaf salmon, all grades, has advanced here as follows:—1-lb. flat, $2.45 to $2.50; talls, $2.25 to $2.30; ½-lb. flat, $1.45 to $1.50.

Canned peaches have also advanced, and are now quoted:—

Group, No. 1, 2-lb.	$1.52½
„ No. 2, „	1.50
„ No. 1, 3-lb.	2.00
„ No. 2, „	1.97½

TORONTO.—Confirmation of damage reports in the Niagara fruit belt has had the effect of a further increase in the price of canned peaches, which are now generally quoted at $1.50, and the prospects are that they will go higher. At present there would seem to be some doubt as to whether there will be any Canadian peaches for canning, and imports may be brought from Michigan. Sockeye salmon is very scarce, and the price is up 50c the case, with some brands higher.

Salmon—		
Fraser River Sockeyes—		
1 lb. talls, dozen	2 25	2 30
1 lb. flats, dozen	2 25	2 45
½ lb. flats, dozen	1 35	1 45
Northern River Sockeyes, dozen, 1's	....	2 10
Red Springs, dozen	1 85	1 90
Cohoes, dozen	1 45	1 50
Pinks, dozen	0 95	1 00
Sardines—		
Domestic, quarters, case	3 50	3 75
French, quarters, case	13 50	15 00
Norwegian, quarters, case	10 00	11 00
Portugese	8 00	12 00
2's Refugee or Valentine (green)		0 8½

MANITOBA MARKETS.

Winnipeg, May 27.—Business generally has not been extra good, and remains so. Wholesalers do not look for immediate improvement. Little big business going in way of supplying contractors. No railway doing any work in this part of country, which is affecting demand for such lines as rice, macaroni, raisins, and all dried fruits, as well as canned goods. Better conditions prevail up around Edmonton, where considerable railway work is going on. Price cutting continues among the wholesalers, and the originator of these lower prices maintains that they are getting the business. Their competitors maintain that they are not; at least they contend their own business is not suffering as a result.

SUGARS AND SYRUPS.—The price of sugar went up in Ontario two weeks ago 10c a cwt., and rose similarly last week, and again this week. In Winnipeg there were only two increases—sugar now being 10c higher. Speculators in New York are buying June sugar, and looks as if there will be further advance. Prices of syrups and molasses steady, and demand good.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 90
Extra ground or icing	5 40
Powdered	5 20
Lumps, hard	5 85
Montreal, yellow	4 50
Sugar, B.C.—	
Extra standard granulated	4 90
Yellow sugar, No. 1	4 50
Yellow sugar, No. 2	4 35
Yellow sugar, No. 3	4 25
Bar sugar	5 65
Icing sugar	5 25
Powdered sugar	5 65
H. P. lumps	5 75
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 70
Barrels, per cwt.	4 65
Halves, 50 lbs., per cwt.	4 70
Bales, 20 lbs., per cwt.	4 75
Powdered, barrels	5 00
Powdered, 50s	5 35
Powdered, 25s	5 65
Icing, barrels	5 30
Icing, 50s	5 55
Icing, 25s	5 70
Icing, pails	5 60
Cut loaf, barrels	5 40
Cut loaf, 50s	5 65
Cut loaf, 25s	5 90
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	2 85
5-lb. tins, 1 doz. to case, per case	3 20
10-lb. tins, ½ doz. to case, per case	3 00

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

	Per gal.	
Molasses—		
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
	Per case.	
Maple Syrups—		
Imperial quarts, case 2 doz.		5 40
Imperial ½ gals., 1 doz.		5 55
New, pure, ½ gal., case		9 00
New, pure, ½ gal., quarts, case 2 doz.		9 70
New, pure, quart bottles, case 2 doz.		9 75

DRIED FRUITS.—Prunes this week are high. Spot stocks are low, and buyers holding off. Some packers have bought back contracts from jobbers. Wholesalers in West, however, are working on old cost basis, and increase here will not take place until towards end of May. Currants are up slightly. Practically no Valencias on market. Wholesalers quote extra finest selected at $2.15 for 28's, but other lines have been eliminated from our quotations until fall. Seeded raisins have advanced ¼c, but prices are not yet fixed.

	Per lb.	
Apples, evaporated, new, per lb.		0 11
Apricots—		
Extra choice		0 18½
Choice		0 18
Standard		0 17
Slab		0 15
Currants—		
Dry clean		0 07
Washed		0 07⅝
1 lb. package		0 08
2 lb. package		0 16
Dates—		
Hallowi, loose, per lb.		0 05¾
Hallowi, 1 lb. pkgs.		0 06⅝
Figs, Cooking—		
Choice, bags		0 05⅝
Nectarines		0 15
Peaches—		
Standard, 25-lb. boxes		0 07½
Choice, 25-lb. boxes		0 07⅝
Extra choice, 25-lb. boxes		0 08⅞
Prunes, in 25-lb. boxes—		
90 to 100		0 07½
80 to 90		0 08
70 to 80		0 09⅝
60 to 70		0 10⅝
50 to 60		0 11⅝
40 to 50		0 13
Raisins, Valencias—		
Extra select Valencias, 28's, box		2 15
Raisins, Sultanas—		
California		0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown loose, 50s		0 08¾
3 crown, loose, 25s		0 09
Choice seeded, lb.		0 09⅝
Extra fancy seeded, lb.		0 10

TEA AND COFFEE.—Tea market is strong. Coffee market apathetic. No change in prices. Business has fallen off during last two weeks, and tendency to await developments. Usually a falling-off at this season.

	Per lb.	
Coffee—		
Rio, No. 5, green		0 13½
Rio, roasted	0 15¾	0 16
Santos, green, No. 4	0 14¾	0 15
Santos, roasted	0 21½	0 22½
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired		0 25
India and Ceylon—		
Souchongs		0 30
Pekoe Souchongs		0 35
Pekoe		0 40
Broken orange and orange	0 49	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum		0 35
Common moning		0 25

RICE AND TAPIOCA.—Expected advance in tapioca did not come, but is expected. Rice market steady and prices firm. Stocks are light, and scarcely sufficient in jobbers' hands to carry over to new crop in October. Demand for rice and tapioca heavy.

Rice—		
No. 1 Japan, per lb.		0 05⅞
No. 2 Japan, per lb.	0 04¾	0 04⅞
Siam, per lb.	0 05	0 06
Patna, per lb.	0 05	0 06
Carolina, per lb		0 08
Sago, pearl, per lb.		0 04
Tapioca, pearl, per lb.		0 04½

BEANS.—White beans will likely advance 15c bushel about May 30. Prices still advancing in Ontario, and present prices in Manitoba are good buying, as Ontario holders are asking practically same as Winnipeg wholesalers are selling at—i.e., $2.10. No change in peas or barley.

BEANS—		
Austrian, hand picked		2 35
3 lb. picker		2 10
Peas—		
Split peas, sack, 98 lb.		3 40
Whole peas, bushel		2 00
Barley—		
Pot, per sack, 98 lbs.		3 10
Pearl, per sack 98 lbs.		4 60

NUTS.—Manitoba has not responded yet to increase in Virginia peanut prices. Demand is mainly for these nuts, and is big. Walnuts are becoming scarcer and higher, and price will advance during coming week, and will go higher.

Almonds, Tarragona		0 17½
Brazils		0 14½
Filberts, Sicily		0 13¾
Peanuts, Jumbos, roasted	0 11¾	0 14
Peanuts, choice, roasted		0 10½
Peanuts, fancy, roasted		0 11½
Pecans		0 20½
Walnuts, Grenoble		0 17
Walnuts, Marbot		0 14
Shelled—		
Almonds		0 42¾
Walnuts		0 41

CANNED GOODS.—Peaches have advanced from $2.55 case 2-lb. tins, to 3.10, due to confirmed reports of damage done to trees in Ontario fruit districts. Estimated crop this year only 10 to 20 per cent. of last year's yield. Prospects for California fruits is poor, and price will be higher than 1913. There will be no surplus pineapple to offer, though crop will be abnormal. Consumption increasing too rapidly. Spot apricots in small compass, and prices tending up.

Heavy demand for canned salmon, and while prices not changed recently, next season's goods will be high. Outlook for canned peas gloomy, especially for early varieties, such as petit pois, or French peas, owing to early frost. French crop has been damaged by storms.

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, Sask., May 28.—Spring rains and much sunshine have brought on the grain very fast. Wheat is now from three to seven inches in height. Reports from all districts are most encouraging. Business is quiet. No change is reported in eggs. Sugar advanced ten cents on 20th, followed by still another advance of ten cents on 26th. The price is now $5.27 and the market strong.

Produce and Provisions—		
Butter, creamery, per lb.	0 26	0 27
Butter, dairy, No. 1, 20c; No. 2	0 15	0 18
Cheese, per lb.	0 14⅝	0 15¾
Eggs, fresh, per doz.	0 22	0 23
Lard, 3's, per case		7 92
Lard, 5's, per case		7 85

Lard, 10's, per case	....	7 75
Lard, 20's, each	....	2 60
Dried Fruits—		
Apricots, choice	0 17⅝	0 21
Currants, gulf cleaned	....	0 06¼
Figs, natural 6's	....	0 06¾
Evaporated apples, per lb.	0 11½	0 12¼
Dried peaches, 25s	0 08	0 08½
Dried peaches, choice, 25s	0 09½	0 11
Prunes, 70-80, 25s	....	0 10¾
Raisins, muscats, 50s	....	0 08¾
Raisins, muscats, 25s	....	0 09
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 09⅜
Green Fruits and Vegetables—		
Apples, Wash., box	2 00	2 50
Apples, B.C., box	2 00	2 50
Celery, Cal., doz.	....	1 25
Grape Fruit, Florida	....	6 80
Lemons, Messina	....	6 00
Lemons, California	....	5 00
Oranges, navel	3 35	4 00
Onions, Australian	....	5 25
Rhubarb, 40-lb. box	....	1 75
Tomatoes, Cal., case	2 39	2 65
Tomatoes, Florida	....	6 00
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts	....	0 19
General—		
Potatoes, per bushel	....	1 25
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	....	2 65
Coffee, whole roasted, Rio	....	0 17
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	8 50	9 00
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; hump back, 1's	....	3 60

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, N.B., May 28.—Sugar continues the factor of chief interest in the market. Another advance of ten cents was made on Tuesday and a further increase is expected. Wholesalers are advising immediate purchases and are not looking for any cheaper quotations. No American onions are in the market. Egyptians are selling in bags at 6 cents a pound. Yellow eye beans are higher at $3.90. The holiday business was brisk aided by fine weather.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	23 75	25 00
Beef, corned, 1 lb.	2 55	2 75
Beef, corned, 2 lb.	4 25	4 85
Pork, American clear, per bbl.	24 25	26 25
Pork, domestic, per bbl.	....	29 50
Butter, dairy, per lb.	0 28	0 32
Butter, creamery, per lb.	0 30	0 31
Cheese, new, lb.	0 14¾	0 15
Eggs	....	0 22
Lard, compound, per lb.	0 11½	0 12¾
Lard, pure, per lb.	0 13¾	0 14
Flour and Cereals—		
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 70
Flour, Manitoba, per bbl.	....	6 45
Flour, Ontario, per bbl.	....	5 85
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel	....	1 70
Sugar—		
Standard granulated	4 60	4 70
United Empire	4 50	4 60
Bright yellow	4 40	4 50
No. 1 yellow	4 10	4 20
Paris lumps	5 30	5 60
Molasses, Barbadoes, fancy	0 27	0 28
Onions, Egyptian, lb.	....	0 06
Currants, 1s, per lb.	0 08	0 08¼
Raisins, California, seeded	0 10	0 10½
Rice, per cwt.	3 40	3 50
Beans—	Per bush.	
Canadian white	2 25	2 35
Yellow eye	....	3 90
Canned Salmon—	Per 1 doz. case.	
Pinks	4 40	4 60
Cohoes	6 00	6 [illegible]
Red Spring	7 60	8 00

FISH.

MONTREAL.—On account of two fast days this week and three next week, trade is active and a large turnover is expected to take place for the next two weeks. The supplies in general will be sufficient to cope with the demand, except for a few lines such as salmon, which is exceptionally scarce for this season of the year. Reports are that Gaspe salmon will be at least a couple of weeks late this year. A few shipments are coming daily but in very small quantities, and naturally bring fancy prices. Western salmon is also scarce and at high prices. The past two weeks have disposed of more lobsters than expected, but catches have been very good and prices have been comparatively advantageous. Brook trout is not improving and selling at the same figure since the opening of the season.

TORONTO.—There is a seasonable demand for fresh fish and practically all varieties are in plentiful supply. Some Maryland soft-shelled crabs have come in during past few days and offer a little variety to fish list.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 10	0 11
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express lb.	0 06½	0 08
Round pike, fancy, express, lb.	0 08	0 08
Flounders, fancy, express, lb.	0 06	0 08
B. C. salmon, fancy, express, lb.	0 20	0 19
Gaspe salmon, per lb.	....	0 35
Buck shad, fancy, express, each	0 50	....
Roe shad, fancy, express, each	1 00	0 80
Shad herring (Gaspereaux), each	0 03	0 03
Carp, per lb.	0 07	....
Dressed bullheads, epr lb.	0 10	....
Dressed perch, per lb.	0 10	....
Brook trout, per lb.	0 28	....
Whitefish, per lb.	0 12	0 13
Lake trout, per lb.	0 10	0 12
Bluefish, per lb.	0 15	0 13
Herrings, per 100 count	1 50	1 75
Dore, per lb.	0 12	0 12

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	0 08	0 09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, bon'eless, per lb.	.10	.10
St. John bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.00	1.15
Kippered herrings, selected, 60 in box	1.00	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.22	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	.15-.16	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Cohoes or silvers, lb.	.08½-.09	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tulibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dressed or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lb.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls. 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 50	....
Herrings, Labrador, half bbls.	3 50	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	...	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imported milkers, hf bbls	5 00	....
Holland herrings, imported milkers, kegs	0 75	....
Holland herrings, mixed, half bbls.	6 00	....
Holland herrings, mixed, kegs	0 65	0 65
Labrador herrings, kegs	1 25	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb	7 50	7 50
Dried hake, medium and large, 100 lb.	7 00	....
Dried pollock, medium and large, 100 lb.	7 00	....
Dressed or skinless codfish, 100-lb. case	7 00	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs per lb.	0 07½	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed best standards, quart cans, each	0 35	....
Sealed best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	12 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	7 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, per lb.	0 18	0 40
Boiled lobsters, medium and large, lb.	0 20	....
Soft shelled crabs, doz	....	0 80

WINNIPEG

FISH AND POULTRY.—Price of salmon declined another cent, yet there seems to be a slight scarcity. Fresh black Alaskan cod has advanced a cent. Business fairly good. Little poultry coming in, and the market is without feature.

Fish—		
Fresh, whitefish, per lb.	....	0 06½
Halibut	....	0 11
Salmon	....	0 16
Smelts	....	0 10
Herring	....	0 06
Lake trout	....	0 12½
Cod fish	....	0 [illegible]
Cured Fish—		
Smoked goldeyes, per doz.	....	0 60
Finnan haddies	....	0 08½
Holland herring, keg	....	0 68
Labrador herring, ½ bbl.	....	4 25
Poultry, Live—		
Fowls	....	0 12
Chickens	....	0 12
Turkeys	....	0 15
Ducks	....	0 12
Geese	....	0 12
Poultry, Dressed, Fancy No. 1—		
Fowls	....	0 17½
Chickens	....	0 21
Turkeys	....	0 25
Ducks	....	0 22

ROBERT SIMPSON ANNUAL STATEMENT.

The annual statement of the Robt. Simpson Co. department store and mail order house, Toronto, is out. The net earnings in 1913, after deducting selling and general expenses, but before deducting depreciation, amounted to $850,690. In 1911 the net earnings were only $586,100, and in 1912 they were $777,500, so that progress last year is shown to have been good.

The balance sheet, however, shows an increase in current liabilities, and this is the only point in the statement where the company's statement is not as good as that of a year ago. Accounts payable now amount to $330,187, as against $183,050 a year ago. Among the current assets there was a decline in the amount of cash on hand. At the end of January, 1913, cash on hand amounted to $299,504, and at the end of January, 1914, to $225,726. Merchandise on hand at the end of 1912 was valued at $2,334.909 and at the end of 1913 at $2,685,000.

FLOUR and CEREALS

Flour Situation Quiet; But Prices Remain Firm

Toronto Dealers Report Considerable Stocks But Position of Wheat Keeps Things Steady—An Advance Predicted for Corn Cereals—Backward Season keeps Mill Feeds Strong.

MONTREAL.

FLOUR.—Though the demand for flour has not changed much during the past week, the market continues firm and prices are the same as last reported. Receipts for the past week were 47,500 sacks, against 64,555 sacks for the same week last year. The exports of flour from Montreal the past week were 55,820 sacks, as against 85,549 sacks a year ago.

Manitoba Wheat Flour—	per bbl.
First patents	5 60
Second patents	5 10
Strong bakers'	4 90

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	4 60	5 00
90 per cent.	4 30	4 50
Straight roller	4 10	4 30
Blended flour	4 85	5 25

CEREALS.—There is no change to report in this market. Prices are maintained at the figure previously quoted. Receipts of rolled oats for the past week were nil sacks, against 500 sacks for the same week last year. The exports from Montreal last week were 4,252 sacks and 2,200 cases rolled oats, against 1,400 sacks and 1,525 cases a year ago.

Cornmeal—	Per 98-lb. sack
Kiln dried	2 10
Softer grades	1.95
Rolled Oats—	90's in jute
Small lots	2 25
25 bags or more	2 15

Rolled oats in cotton sacks, 5 cents more.
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 96-lb. sack	2 50

MILL FEEDS.—Despite the improved weather conditions for grass feeding, the demand for feeds continues almost unabated. The advance in price of "mixed" feeds last week has apparently not had much effect on sales. Though it is not unusual at this season of the year to see prices decline, there does not appear to be any immediate indication of a drop.

Mill Feeds—	Car lots, per ton
Bran	23 00
Shorts	25 00
Middlings	28 00
Wheat moulee	28 00
Feed Flour	33 00
Mixed, chop, ton	30 00
Crushed oats, ton	30 00
Barley, pot, 98 lbs	3 00
Oat chop, ton	30 00
Barley chop, ton	30 00

TORONTO.

FLOUR.—There is continued quietness in the flour business with prices being held at their former position by firmness of wheat which has been up and down during the week in a narrow range without material final change. Generally there are plentiful stocks of flour being held and the demand is weak. Outlook in United States is still very good although estimates have been shaved off some 20,000,000 bushels.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 55	4 95
90 per cent.	5 05	4 75
Straight roller	4 95	4 55
Blended flour	4 85	5 25

CEREALS.—Despite the season the situation for corn and oats cereals is very firm, and it is announced on good authority that with corn continuing in its present strong position there will be an increase in corn products of 10 to 15 cents next week. There has been a decided effort on the part of bulls in Chicago to put May corn to 70c, which was accomplished a few days ago and outlook now is that it will be kept there. Oats also are in a strong position.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Buckwheat flour, 98 lbs.	3 75	4 75
Buckwheat grits, 98 lbs.	4 50	4 75
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 15	2 30
Graham flour, 98 lbs.	....	2 70
Hominy, granulated, 98 lbs.	2 40	2 50
Hominy, pearl, 98 lbs.	....	2 50
Oatmeal, standard, 98 lbs.	2 47½	2 60
Oatmeal, granulated, 98 lbs.	2 47½	2 60
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 25	3 65
Rolled oats, 90-lb. bags	2 25	2 37½
Rolled wheat, 100-lb. bbl.	3 00	3 25
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 53

MILL FEEDS.—The backward season and late grass are responsible for continued strength in mill feeds; shorts are not in better demand than bran but both are holding to their prices. The pastures are now coming into use generally and a seasonable weakness for mill feeds should now be in order.

Mill Feeds—	Mixed cars, per ton
Bran	23 00 25 00
Shorts	25 00 27 00
Middlings	27 00 28 00
Wheat moulee	28 00 30 00
Feed flour, per bag	1 55 1 60

WINNIPEG.

FLOUR AND CEREALS.—Prices remain same; demand poor for both. Good demand for feed. Prices $19.50 to $20 for bran, and $21.50 to $22 for shorts.

Manitoba Wheat Flour—	Per bbl.
First patents	5 30
Second patents	4 70
Strong bakers'	3 90 4 00
Cereals—	
Rolled oats, per 80 lbs.	1 75 180
Oatmeal, fine, standard and gran'd, 98 lbs	.... 2 25

OPENING IN BRITISH COLUMBIA.

Nicholson & Bain, manufacturers' agents of Winnipeg, open on June 15 a new branch in Vancouver, B.C. Mr. Nicholson has been there recently, and decided to open up in British Columbia. He says things may be a little quiet for the moment, but that there is no doubt of the future. H. C. Andrews, who has been in charge of Nicholson & Bain's Calgary branch for the last few years, and who has been with the company for over 12 years, is to take charge of the Vancouver office. Nicholson & Bain have secured accommodation in the building of Kelly Douglas & Co., wholesale grocers, Water St. While at present, their intention is to work Victoria from the Vancouver office, they are thinking of establishing in that city too. Mr. Nicholson, who has just returned from the East, also announces the firm's intention to establish an office and warehouse in Toronto. The present new branch, in Vancouver, makes the sixth they have established throughout the West.

WINNIPEG WHOLESALER DIES.

Winnipeg, May 27 (Special Wire to Canadian Grocer).—Wm. J. Campbell, a director of Campbell Bros. & Wilson, wholesale grocers, died on Monday after recently returning from California with his wife. He came West in 1881 with his brother, R. J. Campbell, and founded the business of Sutherland & Campbell. He retired from active business five years ago. His duties had been the looking after of the outside end of the business and warehouse.

NEW NUT DISCOVERED.

Not only is the cocoanut being used for oil in the Philippines, but a new nut has been discovered in the island of Catanduanes, which yields 45 per cent. of an oil which has been successfully employed in soap making. The natives shipped the new nut to market under the impression that it was "candle nut," but it turned out to be something quite different. The oil is dark and non-drying, rather fatty and, though suited for commercial uses, is not edible.

Special police commissions were recently given to 300 Kansas City, Kan., grocers. The grocers applied for the commissions mainly to be empowered to arrest cheque forgers, money order raisers, short change men and others who victimize them, but they will also serve as neighborhood protectors.

FRUIT & VEGETABLES

More Seasonable Weather Affects Vegetable Market

Northern Products Put the Prices Down, Particularly at Montreal—Good Holiday Fruit Business, But Little Change in Prices—Tomatoes Are Firm—Strawberries Coming Better.

MONTREAL.

GREEN FRUITS.—There has been little change in the fruit business. A very good holiday trade was reported. Apples are scarce and the prices firm. California oranges are in good demand at the same quotation as last week. Valencia oranges are offered at $3 per box, and Sorrento's in half-boxes at $1.75. California cherries are more plentiful and the price has dropped to $2.75 per box. Strawberries, in quart boxes, are now offered at 17 to 20 cents. Pines are still selling freely, with a shade stiffer price for the larger count.

Apples—		
Spies, No. 1s, very fine, bbl.	....	9 00
Ben Davis, No. 1s	....	7 00
Spies, in boxes, fancy pack	....	3 25
Russets, in boxes, fancy pack	2 25	2 50
Bananas, crate	2 00	2 50
Cape Cod cranberries, bbl.	....	16 00
Cherries, California, box	2 75	....
Grapefruit, 54-64-80-96 size, case	4 75	5 25
Cocoanuts—		
100 to 150 size	....	4 00
Lemons, Messinas—		
Extra fancy, 300 size	....	3 50
Fancy, 300 size	....	3 00
Limes, small boxes	....	1 25
Oranges—		
Valencias, 300-504 size, per box	....	3 00
Sorentos, half boxes, 100 size	....	1 75
California navels, 146-150-176-200-216-250.	3 65	4 00
Pineapples—		
24 size	3 00	3 25
30 size	....	2 75
36 size	....	2 75
Strawberries, per box (qts.)	0 17	0 20

VEGETABLES.—Some local green stuff is beginning to come in now in quantities sufficient to compete with the imported stuff. For this reason a number of the imported lines have been discontinued. Native asparagus is being sold in baskets at $2 containing 2½ dozen bunches; and in boxes of five dozen bunches for $4.50. Montreal spinach is also to be had now for $1.25 per box. Florida tomatoes are selling at a reduction of a dollar a crate from last week's figure. Rhubarb is also much cheaper since the native-grown made its appearance. It is offered at 15 to 50 cents per dozen bunches, according to size. Lettuce and radishes are also marked down considerably. Potatoes are still reported scarce with prices unchanged. Onions are now confined to one variety, the Egyptians, at 6 and 6½ cents per pound. With lower prices on so many lines it is expected there will be an improvement in trade generally.

Asparagus, Jersey	4 50	5 00
Asparagus, Canadian, per doz.	....	2 50
Asparagus, small bunches—		
2½ doz. (baskets)	....	2 00
5 doz. (boxes)	....	4 50
Beans, wax, crate, Florida	2 50	3 00
Beans, green, crate, Florida	2 50	3 00
New beets, doz.	1 00	1 25
New beets, crate	....	2 00
Cabbage, bbl.	2 75	3 00
Cabbage, per dozen	....	1 25
Cabbage, new, per crate	....	2 50
Carrots, new, case	....	2 00
Celery, Florida, Bbl.	10 00	11 00
Wash Celery, per b'dl.	1 25	2 00
Celery, Florida, crate	4 00	4 25
Cucumbers, baskets	2 25	3 00
Egg plant, crate, 1 dozen	2 00	2 50
Garlic, per lb.	....	0 10
Lettuce, Boston, box	2 00	2 25
Canadian lettuce, per box, 3 to 4 doz.	1 00	1 50
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
New Egyptian, per lb.	....	0 06½
Shalottes, per dozen bunches	0 65	0 75
Parsnips, bag	....	1 75
Parsley, Canadian, per doz. bunches	0 35	0 40
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Bermuda, barrel	7 00	7 50
Green Mountains, $1.25-$1.40; Quebec, bag	1 10	1 15
Potatoes, sweet, Jersey, hpr.	1 75	2 50
Radishes, per doz. bunches	0 25	0 30
Rhubarb, dozen	0 15	0 50
Spinach, C.H., barrel	2 00	2 50
Spinach, Montreal, in boxes	....	1 25
Sour grass, per box	1 25	1 50
Turnips, Quebec, bag	....	1 00
Turnips, Canadian, bag	....	0 75
Tomatoes, Florida, choice, crate	....	3 00
Tomatoes, Florida, fancy, crate	3 50	4 50

TORONTO.

GREEN FRUITS.—The holiday was responsible for a brisk demand for fresh fruits and business generally in this market is good. During the past week or so there has been a comparative scarcity of pineapples, with result that prices hardened considerably. However, it is expected that a reduction of 25c a crate will take place in the next few days. Pines get weaker with free shipments of strawberries coming and there are now two and three cars a day of the latter arriving.

Bananas, per bunch	1 50	2 00
Cherries, case	2 50	3 50
Grapefruit, Florida, case	4 50	4 75
Grapefruit, Cuban, case	....	4 00
Oranges—		
California, navel	....	3 50
California tangerines, half boxes	....	2 00
California bloods, half boxes	....	2 00
Messinas	....	3 00
Sevilles	....	3 00
Lemons, Messina, 300's, new	3 75	4 00
Pineapples, Cuba, case	2 75	3 00
Pineapples, Porto Rico	....	3 00
Strawberries, North Carolina, quarts	0 15	0 16

VEGETABLES.—The result of warmer weather is seen in vegetable market where prices have been going down the scale. Asparagus, beans, cucumbers and rhubarb are all much cheaper in price and green pears are also a little easier. Tomatoes continue pretty firm at the same figure and the outlook is that there will be nothing materially cheaper until the northern crop begins to come into market. Potatoes continue very scarce with the prices even firmer and 1.50 the bag more generally quoted.

Asparagus, Canadian, basket	1 00	1 25
Beets, Canadian, per bag	....	1 75
Green and wax beans, hamper	2 75	3 00
Cabbage, new, Southern, bbl.	2 50	2 75
Cabbage, new, Southern, case	....	2 50
Carrots, Canadian, bag	....	1 75
Carrots, Florida, hamper	....	2 25
Cucumber, Florida, hamper	2 00	2 25
Celery, Florida, case	....	3 50
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	5 00	5 25
Green, doz., Canadian, 20-30c; U.S.	0 40	0 60
Green, long, box	....	1 50
Parsnips	....	1 75
Green peppers, basket	0 75	1 00
Potatoes, New Brunswick, per bag	1 35	1 50
Potatoes, Ontario	1 20	1 25
Potatoes, new, Florida, hmprs., 1 bu.	2 75	3 00
Peas, green, hamper	2 50	3 00
Potatoes, new, Bermuda, per bbl.	9 00	11 00
Parsley, doz. bunches, Can., 25c; U.S.	....	0 75
Rhubarb, per dozen	0 35	0 50
Rhubarb, American outdoor, box	2 25	2 50
Spinach, hamper	....	0 85
Spinach, Canadian, hamper	....	1 25
Tomatoes, Florida, per case	....	4 00
Turnips, bag	....	0 75
Radishes, Can., per doz.	....	0 50
Radishes, hamper	1 25	1 50

WINNIPEG.

GREEN FRUITS.—No change in apples. Pineapples are cheaper, as well as strawberries and cherries. Good supply of fruit arriving, and prices are easy. Pineapples, strawberries and cherries are down a dollar a crate. Bananas are slightly dearer.

Apples—		
Ben Davis, No. 1	....	6 50
Ben Davis, No. 2	....	5 75
Wine saps, Spitz, ex. fancy	....	3 25
Bananas, lb.	....	0 04½
Red bananas, lb.	....	0 06
Cocoanuts, bag	....	6 00
Grapefruit, 54-64-80 size, case	....	5 00
Lemons—		
California	....	5 50
Messina	....	4 00
Oranges—		
California navels	....	4 00
Pineapples, Cuban, crate	....	3 00
Strawberries, Arkansas	....	4 00
Cherries	....	3 00

VEGETABLES.—Artichokes are off market. Asparagus is coming now from Minnesota instead of Illinois, and are selling 1.25 doz. All old roots are off the market. Texas cabbage is also done. Minnesota cabbage arriving, selling 3.50 crate. Head lettuce arriving from Minnesota.

Asparagus, Minnesota, doz.	....	1 25
Beets, new, doz. bunches	....	1 00
Cabbage, Minnesota, crate	....	3 00
Carrots, new, per ton	....	90 00
Florida celery, crate	....	5 00
Cucumbers, extra fancy, hothouse, doz.	....	2 00
Green peas, lb.	....	0 15
Green pepper, crate	....	5 00
Head lettuce, Minnesota, hampers	....	3 00
Head lettuce, Cal., crate	....	4 00
Leaf lettuce, doz.	....	0 40
Onions—		
Texas-Bermuda, crate	....	3 00
Parsnips, per cwt.	....	2 50
Parsley, per doz. bunches	....	0 60
New potatoes, per hamper	....	3 50
Potatoes, old, Southern, bush.	....	1 20
Radishes, doz.	....	0 50
Tomatoes, Florida, per crate, 6 bkts.	....	5 00
Rhubarb, B.C., box	....	1 50
Shallots, per doz.	....	0 80
Spinach, Texas, bbl.	....	10 00

EVERY GROCER AND CLERK SHOULD READ IT.

The Canadian Grocer.

Dear Sirs:—Kindly discontinue my subscription to your splendid paper. I have been a reader of CANADIAN GROCER for a number of years and have indeed profited greatly by its many useful helps and hints on store management and markets. It is now more than a year since I sold out my business and consequently my interest in grocery news is not so keen as it was, my time being fully occupied with other duties.

Every grocer and every grocer's clerk should be a reader of Canadian Grocer.

Yours truly,
JOHN DIPROSE.

London, May 18, 1914.

PRODUCE & PROVISIONS

Market for Butter and Eggs is Continuing Easy

Prices for Butter Show General Decline and Unsettled Conditions—Eggs Easier at Same Prices—Barrelled Pork Easier at Montreal and Backs and Cooked Ham Dearer in Toronto.

MONTREAL.

PROVISIONS.—The feature of the provision market this week was the decline of 50 cents in barreled pork. There is an easier feeling in the market, and a further change would not be surprising. There has been a fair demand for smoked meats. Lard is fairly steady at last week's quotations.

Hams—	**Per lb.**	
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	....	0 22
Light, per lb.	....	0 19
Boneless	....	0 25
Peameal	....	0 26
Bacon—		
Breakfast	0 19	0 21
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	28 50
Heavy short cut clear	....	28 50
Clear fat pork	....	27 50
Clear pork	....	26 50
Lard, Pure—	**Per lb.**	
Tierces, 375 lbs. net	....	0 13
Tubs, 50 lbs. net	....	0 13¼
Boxes, 50 lbs. net	....	0 13¼
Pails, wood, 20 lbs. net	....	0 13½
Pails, tin, 20 lbs. gross	....	0 13
Cases, 10-lb. tins, 60 in case	....	0 13¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 14
Bricks, 1 lb. each	....	0 14¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10½
Tubs, 50 lbs., net	....	0 10¾
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 11
Pails, tin, 20 lbs., gross	....	0 11
Cases, 10-lb. tins, 60 in case	....	0 11¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 11¾
Bricks, 1 lb. each	....	0 12¼
Hogs—	**Per cwt.**	
Dressed, abattoir killed	12 75	13 00

BUTTER.—Butter is a little cheaper than last week, and the market is none too strong. There seems to be a disposition to look for a further decline. Receipts this week will include some of the first make of grass butter, and this is being awaited with interest. There has been very little done as yet in an export way.

Butter—		
Finest creamery, new milk	024½	0 25
Dairy butter	0 20	0 22

EGGS.—While there has been no change in the price of eggs, it is anticipated that the lower grade, or cooking eggs, will be cheaper than present quotations, but the tendency for new-laids will be for firmer prices. There has been a good steady demand for eggs for some time past, and this has served to keep prices about the same.

Eggs, case lots—	**Per dozen.**	
New laids	....	0 24
Splits	0 20	0 21

CHEESE.—There has been very little export business as yet, but some orders have been booked for shipment of June make. This is on more or less of a speculative basis. The first arrival of grass-make cheese is expected this week. Prices are unchanged, with market fairly steady.

Cheese—		
New make	0 14½	0 15
Old, specials, per lb.	0 15	0 16
Stilton	....	0 17

HONEY.—There is not much of interest in this market at this time of year, as sales are limited.

Honey—	**White Clover per lb.**	**Buckwheat per lb.**
Barrels	0 11½	0 06½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY.—Demand continues very good, and prices are well maintained. The ocean steamers are among the largest buyers at this time, and they take big orders every week.

POULTRY.

Fresh stock—	**Live.**	**Dressed.**
Broilers, per lb.	....—....	....—0 25
Ducks, milk fed	0 16—0 18	0 18—0 19
Fowl	0 18—0 20	0 17—0 19
Geese	....	0 15—0 16
Turkeys, spring	....	....—0 23
Turkeys, old Tom	....	0 14—0 16
Milk fed chickens, lb.	....	....—0 25
Milk fed broilers, lb.	....	....—0 30

TORONTO.

PROVISIONS. — With the warmer weather there has been better demand for provisions although volume of business is hardly up to the standard. The prices for backs and boiled hams have been advanced fractionally and compound lard is also a shade better in price. Market for hogs continues easy.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 17	0 17½
Large, per lb.	0 15	0 16
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 23	0 25
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 18½
Roll, per lb.	....	0 15
Shoulders, per lb.	0 14	0 14¾
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14½	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	....	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12¾	0 12¾
Tubs, 60 lbs., per lb.	0 12¾	0 13
Pails, 20 lbs., per lb.	0 13	0 13¼
Tins, 3 and 5 lbs., per lb.	0 13½	0 14¼
Bricks, 1 lb., per lb.	0 14¼	0 14¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10¼	0 10¾
Tubs, 50 lbs., per lb.	0 10¾	0 11
Pails, 20 lbs., per lb.	0 11	0 11½
Hogs—		
F.O.B., live, per cwt.	7 90	8 00
Live, fed and watered, per cwt.	8 25	8 30
Dressed, per cwt.	11 00	12 00

BUTTER.—Although grass butter is beginning to come into market, the quality as yet has not noticeably improved and situation has developed further weakness. The market may firm up with the better quality stuff looked for in near future but some of the dealers claim that market has been on too high a basis all along.

Butter—		
Creamery prints, fresh made	0 23	0 25
Dairy prints, choice	0 20	0 21
Dairy, solids	0 19	0 20
Separator prints	0 22	0 23

EGGS.—The egg market is quite noticeably easing off and packers in some instances have dropped out. The prices being offered to farmers have now dropped to 18c to 19c, with the majority at the better figure, although some big dealers will offer noting better.

Eggs, case lots—	**Per dozen.**	
Strictly new laid, in cartons	0 24	0 25
Strictly new laid	0 22	0 23
Splits	0 20	0 21

CHEESE.—Old cheese is getting very scarce and the prices are remarkably firm. New Cheese has a continued easy quotation with the prospects of something firmer when grass products make begins to come in.

Cheese—		
Old, large	0 16½	0 17
Old, twins	0 16¼	0 16½
New, large	0 14	0 14¼
New, twins	0 14¼	0 14½

HONEY.—

Clover, bbls., per lb.	0 08	0 08½
60 30-lb. tins, per lb.	0 08½	0 09
10 5-lb. tins, per lb.	0 09½	0 10
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	1 75	2 00

POULTRY.—There is not much poultry coming and there is fairly good demand. Dealers are now looking for heavier shipments of roosters as breeders and are advised to get rid of old males. For old roosters, 12 and 13c a lb. will be paid in Toronto.

Fresh Stock—	**Live.**	**Dressed.**
Fowl	0 16	0 18
Chickens, lb.	0 18	0 22
Geese	0 14	0 16
Turkeys, spring	0 17	0 22
Turkeys, old Tom	0 15	0 17

WINNIPEG.

PROVISIONS. — The demand for cured meats and other provisions has improved perceptibly during the week. Lard market is unchanged.

Cured Meats—		
Hams, per lb.	....	0 19½
Shoulders, per lb.	....	0 12½
Bacon, per lb.	....	0 25½
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 12
50 lb. tubs	....	6 00
20 lb. pails	....	2 48
3 lb. tins, cases	....	7 65
5 lb. tins, cases	....	7 57½

BUTTER.—Creamery butter has dropped in price, and lower grades of dairy butter are cheaper. Receipts of good

dairy butter from country only moderate,

Creamery, Manitoba	....	0 30
Creamery, Townships	0 32½	0 33
Dairy	0 19	0 24
Cooking	0 12	0 16

EGGS.—Receipts if eggs have been fairly good during the week, and the price is a cent higher.

Eggs—		
Extra first	....	0 21½
Checks	....	0 15½
Extras in cartons	....	0 24½

CHEESE.—There is a decline of ¼c. lb. for Ontario cheese in this market, and the demand is fairly good.

Cheese—		
Large	....	0 18
Twins	....	0 18
New	0 15½	0 16

A "Swat the Rooster Campaign" On

Department of Agriculture Asks the Farmer to Behead The King of The Farmyard After June 1—A Campaign for Better Eggs.

SWAT the Rooster. On that day which ushers in the month of nuptial bliss—June, the month of weddings—the edict has gone forth that the head of the chicken house shall loose not only his headship but his head as well. The edict comes from no less a source of authority than the Dominion Department of Agriculture, and while it does not demand universal observance it is backed by such sound arguments that it promises to go hard with the adult male of poultrydom.

Te "Swat the Rooster" campaign is not so termed by the Live Stock Commissioner; but it is the recognized title for the neck wringing programme in the United States and is generally used in Canada outside of the official documents. This is a matter of policy undoubtedly for three are some wise old roosters now-a-days and government leaflets have a habit of sometimes finding their way into the back yard.

The Why of This Campaign.

The day which in Canada is officially marked for the 1st of June is not a public holiday—not even a bank or a school holiday—although it might be referred to in one sense as a feast day with the actual feast a few days hence. However, the event is not arranged with the particular idea of putting chicken —or rooster— on the bill of fare or with the idea of revenge on the feathered male. The fact is that after a certain period of the year, with the warm weather coming on, eggs keep in a much better condition when they are not fertile. For this reason the date is not a general one and is decided by the degree of latitude in which the particular section of the map is located.

Commission men are preparing to cooperate with the poultrymen, and 12 to 13c. a pound will be offered for old roosters in Toronto. Grocers will do well to give a little publicity to the movement for it means better eggs throughout the hot months.

The hens will lay as well, we are told, and in many instances better without the presence of the male birds in the flocks—even the hen is considerable of a suffragette. Buyers will pay better prices for fresh infertile eggs than for fertile ones, besides by the first of June the hatching season is over.

The Government Leaflet.

Following is from the leaflet issued by the live stock commissioner of the Department of Agriculture:—

"Eggs which have been fertilized constitute the greatest portion of the inferior stock which, when examined, proves unfit for food. It is not necessary that these should have remained for a time under a broody hen, a temperature of seventy degrees, being in itself, sufficient to cause the germ to commence to grow. If the heat is constant the development of the chick will continue, but if it ceases or is intermittent, putrefaction at once sets in and the egg at once becomes bad. On the other hand infertile eggs which are free from the active germ cell, do not, under ordinary circumstances, deteriorate seriously.

"Few farmers seem to realize these facts, consequently very few make any effort to insure infertility. The impression prevails, among many, that the presence of the male bird in the flock is essential to the production of a maximum number of eggs. This assumption has been proven, time and time again, to be absolutely without foundation.

"Farmers and other selling eggs for market are recommended to kill off or dispose of the male birds after the breeding season. As the result of their remaining with the flock after June 1st, Canadian farmers lose each year at least a million dollars, through the presence of partly incubated eggs in the produce which is marketed. The fact that the best trade in many cities in Canada now offers the premium of from one to five cents a dozen for non-fertilized eggs, suggests an additional financial consideration which few can afford to overlook."

A. St. Denis, grocer, Windsor, Ont., has just completed building a block of four modern stores. He has moved into one himself and has equipped it with the most modern fixtures.

SELLING PROVISIONS TO CAMPERS.

(Continued from page 25.)

A feature of the business of Mr. White is that he has a special delivery for supplies for the local campers for which he uses a motor boat. This is apart from the tourist trade up the lake and is for the convenience of the townspeople who prefer the waterfront and the beach for their summer homes.

Collingwood, like Midland, has a big summer business in which the supplying of provisions plays a prominent part. In the Stephens' store a slicer was found which was reported as giving excellent satisfaction. Collingwood has several hundred citizens who seek the local beach for the summer while at the popular resort, Wasega Beach, a few miles away, there are over a thousand tourists living during the summer months. An automobile service brings this business to the town while a special auto delivery service is being arranged for this summer.

Taking Goods in Trade.

In Meaford, which is the central point of a good agricultural district, the merchants find that they have to take large supplies of butter and eggs in trade. W. H. Smith, the manager of the store of Gray & Co., explains that his firm takes practically all that is offered, when goods are acceptable in exchange, and in some cases, where the customer is known, part is paid in cash. They get a much larger supply of butter and eggs than they can handle in the local business and four or five hundred pounds of butter and thirty or forty cases of eggs are weekly disposed of to the commission men on which a narrow margin of profit is made; however, it is not with the idea of profit but of keeping a good connection that this business is done. Asked with regard to the matter of quality, Mr. Smith stated that eggs were put to the candle test, but with regard to butter he smilingly remarked that it was usually taken as offered, as it was difficult to take up the matter of quality with the woman who made it, especially if she was a customer of the store.

"THE BEST IN CANADA."

Canadian Grocer:

Dear Sir.—Please discontinue sending to address below your valuable publication, CANADIAN GROCER. I must say that yours in the best paper for the grocery trade printed in Canada, and I have always enjoyed the reading of it. My reason for withdrawing is simply because I am now in a different position, and have no pressing need for a grocery paper.

Yours truly,

A. MERCER,

1603 Jubilee Ave.,
Victoria, B.C., May 6, 1914.

WANTED

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of our magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

PUT YOUR SUGAR TRADE ON THE PACKAGE BASIS

Here are a dozen good reasons for so doing:—

1. It saves time and labor of parcelling up.
2. No weighing—no loss through giving overweight.
3. No bursting paper bags—they cut a hole in your profits.
4. Cost of bags and string is saved.
5. None of your sugar stock spoils—dirt cannot get into the packages.
6. You are selling cleaner sugar—cleanliness counts.
7. Package goods help you to keep a clean and convenient store.
8. The customer appreciates the carton as a sugar box.
9. Package sugar is advertised and asked for.
10. The name 'Redpath' on the package is a guarantee of quality.
11. 'Redpath' packages get **permanent** customers.
12. Up-to-date methods pay.

There is a package of

Redpath

EXTRA GRANULATED **SUGAR**

of a weight to suit every family's needs:—

2 and 5 pound Sealed Cartons
10, 20, 50, 100 pound Cloth Bags

CANADA SUGAR REFINING CO., Limited
MONTREAL

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25 size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 90
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER.

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	$1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

FOREST CITY BAKING POWDER

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books, each	0 04
100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per dozen, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$ 2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 85
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 985
Raspberry	0 69	0 95

14's and 30's per lb.
Freight allowed up to 25c per 100 lbs.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

WE ARE PROGRESSIVE

Opening of Branch No. 6

Manufacturers and Shippers

We are pleased to advise Canadian, United States and Foreign Manufacturers and Shippers, that, on June 15th, 1914, we will open in Vancouver, British Columbia, a branch of our business, which will be known as Branch No. 6—and will be under the management of Mr. H. C. Andrew, our present manager at Calgary, Alberta, who has been associated with us for some twelve years, and is thoroughly experienced in the Wholesale Commission and Brokerage business—well and favorably known to Manufacturers and Shippers, in Canada, United States and abroad.

Our Head Office, being in Winnipeg, and having Branch Houses in **REGINA AND SASKATOON, SASKATCHEWAN; CALGARY, EDMONTON AND LETHBRIDGE, ALBERTA; ALSO VANCOUVER, BRITISH COLUMBIA,** and with our many years' experience as Wholesale Commission Merchants and Brokers, in the **GREAT CANADIAN WEST,** and, our close connection with all Grocery Jobbers from the lake front to the Pacific Coast, we **STATE, WITHOUT HESITATION, WE ARE THE BEST EQUIPPED WHOLESALE COMMISSION HOUSE TO REPRESENT, FROM THE LAKE FRONT TO THE PACIFIC COAST, ANY MANUFACTURER OR SHIPPER NOT ALREADY REPRESENTED, OR ANY MANUFACTURER OR SHIPPER WHO IS NOT REPRESENTED TO HIS, OR THEIR, SATISFACTION—WE CONFIDENTLY SOLICIT YOUR ACCOUNT, FOR MANITOBA, SASKATCHEWAN, ALBERTA, BRITISH COLUMBIA.**

LARGE AND UP-TO-DATE WAREHOUSE IN WINNIPEG, AND AT ALL BRANCH POINTS.

GOODS STORED.

CARS DISTRIBUTED.

TRAVELERS CALLING ON GROCERY JOBBERS AND RETAILERS DAILY.

Our Vancouver Warehouse next to Kelly, Douglass & Co., Water Street, Vancouver, British Columbia.

IF YOU ARE OPEN TO APPOINT LIVE WIRE AGENTS, WRITE US NOW. We can increase your business in the Great West.

We advance cash against consignments.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Head Office and Warehouse - - WINNIPEG, Man.

Branch Offices and Warehouses:

REGINA, SASKATOON - - - -	SASKATCHEWAN
CALGARY, EDMONTON, LETHBRIDGE - -	ALBERTA
VANCOUVER - - - - -	BRITISH COLUMBIA

N.B.—LOOK OUT FOR OPENING OF OUR OFFICE No. 7

Your Sardine requirements

Don't overlook this item on your list—the supply of these dainties is on the decrease and the demand on the increase.

KING OSCAR
BRAND
SARDINES

have enjoyed an especially large demand. Customers have learned to appreciate their superior quality and deliciousness. Our new pack commences in July, and you will be well advised to get your order in early to ensure a full supply.

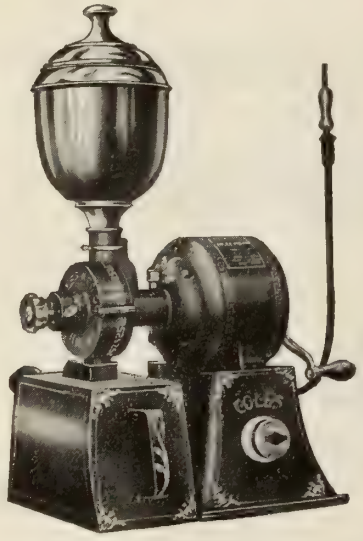
Order **now** through your jobber.

Canadian Agents:

John W. Bickle & Greening
(J. A. Henderson)
Hamilton, - - - Canada

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference—as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, dozen	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking), doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 [illegible]
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 X
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ½ and ¼-lb. cakes, 6 lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 8c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 cartons to box, 65c.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 80
Clover Brand, each 4 doz.	4 80
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 30
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 90
"Reindeer" Coffee and Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.
WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.
MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 36

Packed in 30's and 50-lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2¼ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50

If you are interested in—

NORWEGIAN SMOKED SARDINES,
NORWEGIAN UNSMOKED SARDINES,
NORWEGIAN CANNED ANCHOVIES IN OIL,
NORWEGIAN CANNED CRABS,
NORWEGIAN CANNED HERRINGS IN TOMATO SAUCE
NORWEGIAN CANNED KIPPERED HERRINGS,
NORWEGIAN CANNED SARDELRINGS,
NORWEGIAN CANNED COD ROES,

and are open to buy fine quality at rock-bottom prices, write to

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West, - - TORONTO

Sole Agents for the Overseas Export Co., Limited, Christiania, Norway.
LAID-DOWN PRICES QUOTED FOR ANY POINT IN THE DOMINION.

Cooked Hams

This is the Season for Cooked Meats. Are you cultivating this trade on your provision counter? You will find it both profitable and attractive. Let us send you particulars.

F. W. FEARMAN CO., Limited
Hamilton, Ont.

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake Manitoba

PURITY SALT

IF you are very particular in supplying the needs of your patrons you will give them only high and pure quality products. In selling salt the particular dealer recommends and gives his customers PURITY SALT. Perfectly distilled and dried by the use of the most improved processes.

Purity Salt allows the dealer a good profit, and invariably gives satisfaction.

The
WESTERN SALT CO.
LIMITED
COURTRIGHT, ONTARIO

CAN-O-WAX

The pure paraffine wax that makes wash-day and fruit-day a holiday, put up in round sticks for convenience and economy.

CAN-O-WAX

Write for sample and price.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.

CAN-O-WAX

5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder—"Anchor"	Per case.
5c cases, 6 doz.	$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25

Baking Powder—"Anchor"	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5 lb. tins, cases 1 doz.	8 40

Chocolate—Unsweetened—"Anchor"	
10c cakes, boxes 2 doz.	0 90

Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90

	Per lb.
¼s, tins, cases 4 doz.	0 36
½s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35

Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 33
2 lb. tins, whole or ground, cs., 30 lb.	0 32

Cream of Tartar—"Anchor"	Per doz.
10c pkgs., boxes 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40

Custard Powders—"Anchor"	
10c pkgs., cases 3 doz.	0 90

Flavoring Extracts—"Anchor"	
10c bottle	1 00
2½ oz. bottle	2 00
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 00
32 oz. bottle	24 00
64 oz. bottle	48 00

Flour—Potato—"Anchor"	Per doz.
Cases 2 doz.	1 20

Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	0 90

Mustard, D.S.F.—"Anchor"	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90

	Per lb.
¼s, tins, boxes 12 lbs.	0 38
½s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36

Rice, Special Grain—"Anchor"	Per doz.
Cases 2 and 4 dozen	0 90

"Anchor" Brand.	Per case
Shaker Table Salt, free running, cases 2 doz., case	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
⅛ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case
25c pkgs., cases 12 pkgs.	2 40

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	3 50

"KOLONA" CEYLON TEA.

	Per lb.
30c black, green or mixed, ½ and 1 lb. pkgs.	0 25
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55

	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat-Os" Breakfast Food, cases 2 doz.	1 45

	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case	5 00

VICHY LEMONADES.

Efficace	5 50
Neptune	6 00
San Rival	7 00
La Savoureuse, Cork—	
50 qts., case	7 50
100 pts., case	9 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb.	6 09½
Cs. 50 ¾ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs.	4 75
Cs. 200 200 grs. pieces, cs.	7 75
Cs. 100 300 grs. pieces, cs.	6 00
Cs. 200 300 grs. pieces, cs.	12 00

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 08
Box, 25 lbs., loose	0 07

"This Tea has brought more praise than any Tea I have ever handled"

SO writes an enthusiastic dealer to one of the wholesale houses in the Maritime Provinces. Expressions of approval such as this pour in constantly—showing that **everywhere**

DICKESON'S TEA

"The Beverage of the Old Country."

is gaining new and lasting friends. Sales are going up daily, and "Dickeson's Tea" is winning victories all along the line. You will find it the **best** and most sought-after proprietary package tea you ever had in your store. Now's the time to stock up—while the demand is growing. The high quality of Dickeson's Tea and the vigorous advertising now being done are bringing in splendid results to dealers everywhere. Link up with this success **now.**

Get in early!

RICHD. DICKESON & CO., LTD., LONDON, ENG. (Est. 1649)

Write to any of these Canadian Agents

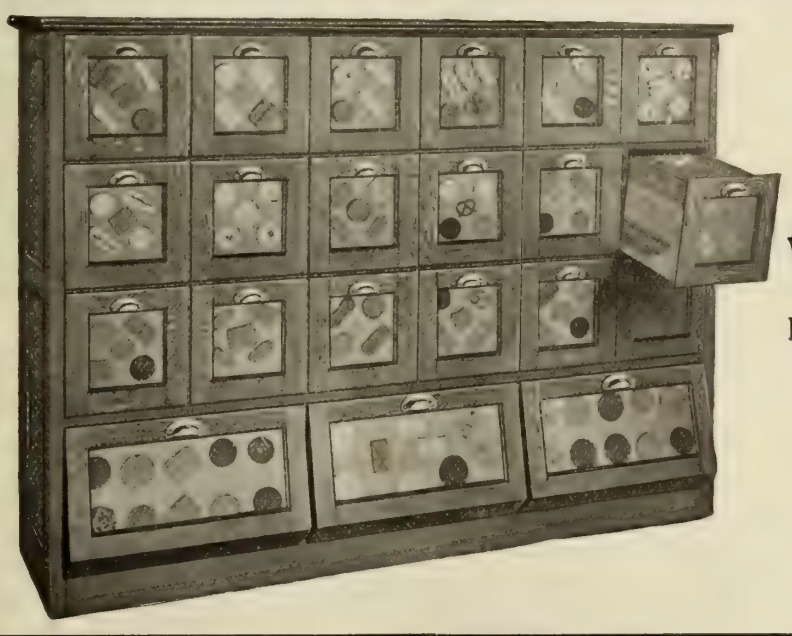
Toronto—Frederick E. Robson & Co.
Hamilton—C. G. Walker & Co.
Ottawa—H. N. Bate & Sons, Ltd.
Windsor—G. Clair Bliss, Detroit, Mich.
London—R. Donaghy.
St. John, N.B.—E. T. Sturdee.
Quebec, Que.—A. Francois Turcotte.
Winnipeg, Man.—W. Lloyd Lock & Co.

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6′ long and 54″ high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.



Stock lengths are 6′, 8′ and 10′, but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match **your** fixtures and sell **your** cakes.

Walker Bin & Store Fixture Co.,

LIMITED

Berlin, Ontario

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.

Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.

Montreal:—W. S. Silcock, 33 St. Nicholas St.

Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

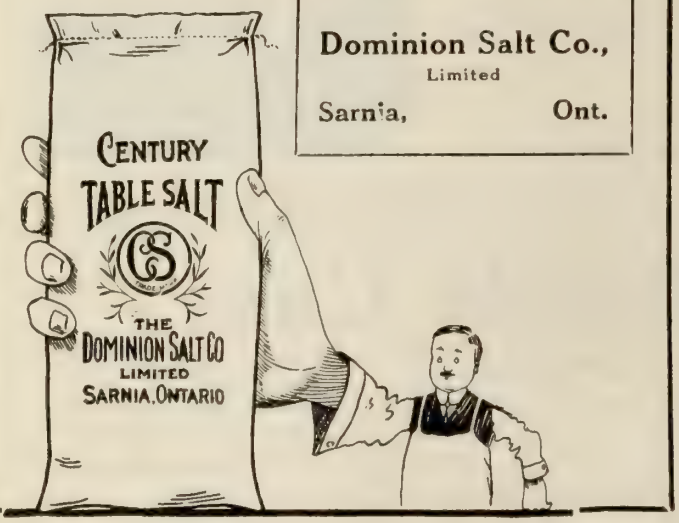
TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

There's money in the right salt

Hundreds of dealers have realized that the right salt, the salt that gives the best satisfaction, is CENTURY. Every crystal is pure. It is the best for table or dairy, and the most profitable for the dealer to handle. Those that know push CENTURY SALT. Put up in small, white cotton bags and 100-lb. sacks

Dominion Salt Co.,
Limited
Sarnia, Ont.



Fresh Fruits and Vegetables

The market is well supplied from the South and arrivals are heavy.

Let us have your orders regularly.

Largest assortment—best prices.

Fresh Cars Strawberries, Pineapples, Late Valencia Oranges, New Potatoes, Cucumbers, Cabbage, etc., etc.

WHITE & CO., Limited, Toronto

Branch at Hamilton

Imported Peas "Soleil."

	Per case
Sur Extra Fins, 40 Falcons, cs.	$10 00
Sur Extra Fins, 100 ½ cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 25
Tins—	
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s.	2 10
20s. ½ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & Co., Agents.

Cases, 4 doz. each, flats per case..	5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¾
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 doz. case)	$1.90	$1.80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case	$1 60	$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	f	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs., ½ lb. each	7½	f

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots..	.07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz.	2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naphtha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 3 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD.
EDWARDSBURG BRANDS
and
BRANTFORD BRANDS.

Boxes	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb... cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.06
36 lbs., silver gloss 6-lb. draw lid boxes	.06
100 lbs., kegs, silver gloss, large crystals	.06
28 lbs., Benson's satin, 1-lb. cartons, brome label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 80
Celluloid—boxes containing 48 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch..	.06

$15.00 a Week for Your Spare Time

Do you want to make more money to get ahead, to get experience that will help you climb the ladder to success? We can help you by appointing you to look after the circulation of MacLean's Magazine and the Farmer's Magazine in your district. You can make $1 an hour if willing and wide-awake. The work is pleasant, healthful, and the training we give in selling will be invaluable to you.

Hundreds are doing this in their spare time. Others at first give spare time, but find it to their advantage to give it their entire time. If you desire to increase your income in this way, write us at once. We give you all the requirements for success, except the determination.

MacLean Publishing Co.
LIMITED
143-149 University Avenue
TORONTO, ONT.

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS
Owen Sound, Ontario

Tracuzzi packs:

"St. Nicholas"
"Puck"
"Queen City"
"Kicking"

"The utmost in Lemons"

J. J. McCabe
AGENT
TORONTO, ONT.

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.
St. George, Ontario

Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "BRUNSWICK BRAND" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

¼ Oil Sardines
¾ Mustard Sardines
Finnan Haddies
(oval and round tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

CONNORS BROS., LIMITED

Black's Harbor, N.B.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS. LTD.
BLACKS HARBOR N.B. CANADA
Diploma awarded at St. John Exhibition 1913
THIS SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

(120-lb boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb. ..... .10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—

Boxes about 40 lbs. ..... .00

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs. ..... .06½

First Quality White Laundry—

3-lb. canisters, cs. of 48 lbs. ..... .07

Barrels, 200 lbs. ..... .06½

Kegs, 100 lbs. ..... .06½

Lily White Gloss—

1-lb. fancy cartons, cases 30 lbs... .07½

8 in case ..... .07¾

6-lb. toy trunks, lock and key,

6-lb. toy drum, with drumsticks,

8 in case ..... .08

Kegs, extra large crystals, 100 lbs. ..... .07

Canadian Electric Starch—

Boxes containing 40 fancy pkgs., per case ..... $ 00

Celluloid Starch—

Boxes containing 45 cartons, per case ..... $ 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs. ..... .06

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs. ..... .07½

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs. ..... .07½

(20-lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8 oz. pack., 120 pack. per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c, per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SODA—COW BRAND.

Case of 1-lb., ontaining 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case	2 75
20-lb. tins, ¼ doz. in case	2 70
Barrels, 700 lbs.	3½
Half barrels, 350 lbs.	3¾
Quarter barrels, 175 lbs.	4
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 65
5-lb tins, 1 doz. in case	3 20
10-lb. tins, ½ doz. in case	3 10
20-lb. tins, ¼ doz. in case	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$ 1 35
Ontario, per case	1 60
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ½-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD. ..

4a size, gross	2 50
6a size, gross	$ 2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY

(Empire Branch)

Black Watch, 6's	.45
Bobs, 5's and 10's	.39
Currency, 5's and 10's	.39
Stag, bars, 5 1-3	.39
Old Fox, 10's	.40
Pay Roll, thick and thin, bars, 7⅓'s	.39
Pay Roll, plug, 7½'s	.39
Shamrock, bar and plug	.45
Empire, 6's and 12's	.44
Ivy, 7's	.50
Great West, pouches, 8's	.59
Regal cube cut, 9's	.59
Starlight, 7's	.50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 90 lb. cases.

Black, Green or Mixed.

Blue Label ½s	0 21
Blue Label, 1s	0 20
Orange Label, 1s	0 23
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 25
Brown Label, ¼s	0 30
Green Label 1s and ½s	0 35
Red Label, ½s	0 40

The Canadian Fishing Co., Ltd.

VANCOUVER, B.C.

Producers and Shippers of

PACIFIC COAST FISH of all kinds

FRESH FISH FROZEN FISH
SMOKED FISH SALT FISH

Carload and less than carload shipments

CORRESPONDENCE SOLICITED

Fresh Arrivals

Every Day of

Strawberries, Tomatoes, New Cabbage, Pineapples, New Potatoes, Green Vegetables, Oranges, Grape Fruit, Lemons, Bananas.

THE HOUSE OF QUALITY.

HUGH WALKER & SON
Established 1861
GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.
MANUFACTURERS
HALIFAX, NOVA SCOTIA

EVERYDAY LINES

Brooms of quality
Wrapping Paper and Twines
Boss Washers
Mop Wringers
Dustless Mops
Self-Wringing Mops
GlobeWashboards

Walter Woods & Co.
HAMILTON and WINNIPEG

For cold meat dishes

Nothing makes cold meat more appetizing than the piquant, delicious

(Paterson's)

Worcestershire Sauce

Your customers want just such an appetizer and you can best fill their needs with the high-quality "Paterson's."

You should stock and display now.

ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.
BANNER BRAND.

	Shipping Price Doz.	Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.10	33
Special Tumbler, 2 doz. to case	0.95	30¼
2 lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	11
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.
MINTO BROS., LIMITED.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0 90

List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.

YEAST.
White Swan Yeast Cakes, per case 3 doz. 5c packages 1 15

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

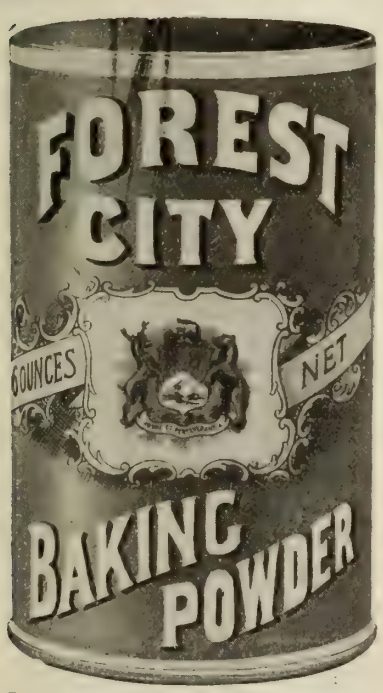
NIAGARA FALLS, ONT.

WETHEY'S
CONDENSED
MINCE MEAT

is recognized
from Coast to Coast
as the
standard of excellence

Are you stocking it?

Any Jobber can supply you



—makes the baking good

When the housewife uses **Forest City** Baking Powder the result is light, fine-grained, tasty baking.

To the dealer it means a satisfied customer and continued patronage.

Forest City has been a home favorite for over 25 years.

Stock and Display.

Gorman, Eckert & Company
LIMITED

London **Ontario**

Western Selling Agents
Mason & Hickey, Winnipeg

BANNER L&B BRAND

Still Flying On Top

The selling points that have given BANNER BRAND such a decided lead are:—

Unsurpassed Quality
Absolute Purity
Rich Natural Flavor

Can your ability as a salesman be backed by anything stronger, particularly when Banner Brand is already a prime favorite?

BANNER BRAND is put up in the **original** (though much imitated) **tumbler,** 12 oz.; Nos. 2, 5 and 7 gold-lacquered sanitary pails, and 30-lb. wood pails for bakers' use.

You will find it "a **mighty** good jam and a **mighty** good seller." Try it yourself, then order from your wholesaler. The profits are good.

Lindners Limited

WINNIPEG — 306 Ross Ave.
TORONTO — 340 Dufferin St.

Representatives:
Watt, Scott, Limited, Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacks ns, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

You Want This

Taylor's Prepared Mustard

IN JARS

Over 100 years' of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co., Limited, P. O. Box 2963, MONTREAL

COFFEES

SUCHARD'S COCOA

The Highest Quality Most Reasonably Priced "Quality" Cocoa. On Sale Anywhere.

FRANK L. BENEDICT & CO. Agents Montreal

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED

ESTD. 1825

The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada

EMERSON, BAMFORD CO.

842 Cambie Street VANCOUVER, B.C.

The Condensed Ad. page will interest you

HOLLAND RUSK

The many ways in which it can be served make it a quick seller —a fast repeater. Keep it where your customers can see it, and watch the sales grow.

HOLLAND RUSK COMPANY

HOLLAND, MICH.

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH A WANT AD. IN THIS PAPER.

---

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

When they ask for credit give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe

Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

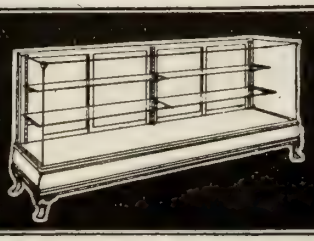
For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

Before placing YOUR ORDER for SHOW CASES, STORE FRONTS ETC.



Write us for full particulars and estimates

KENT, SON & CO.

261 King St. West TORONTO

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134. Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

WANTED—RELIABLE RETAIL GROCER in Toronto or Montreal to handle a weekly supply of fresh eggs. Box 49, Canadian Grocer. 295

BUSINESS FOR SALE

GOOD, LIVE GROCERY BUSINESS IN busy town for quick sale. Stock and fixtures valued at $5,000. Box 315, Napanee. (612)

AGENCIES WANTED

WE SOLICIT REPRESENTATION OF grocer and confectioner lines for British Columbia. Will give preference to firm willing to carry stock here. Smith & Lord, 148 Hastings Street West, Vancouver, B.C. (529)

GROCERY COMMISSION BROKER, OPEN to represent independent or combined canners. Not unwilling to take a financial interest, if necessary. Letters, Box 48, Canadian Grocer.

FOR SALE

GROCERY AND STAPLE DRY GOODS business for sale. Excellent location in growing suburb of this substantial city. Fine opportunity for live man. Brick building, living rooms above store, can be bought in connection. Box 672, Nelson, B.C. (529)

MANUFACTURER'S AGENT.

Well placed with London Wholesale and Retail Grocers and Stores, desires Sole Representation in London of good Packers of Salmon, Lobster and Canned Meats and Fruits. Commission basis only. Highest references given. Replies to

D. DIXON & CO.,
54 Gracechurch St., London, E.C.

GROCERY SIDE-LINE WANTED

GROCERY SIDE-LINE WANTED—TRAVELler covering Toronto with Flour Specialty is open to take on good summer line on commission. Young, aggressive, conscientious. Make appointment for interview. Address Post Office Box 476, Toronto. (529)

CIGAR EXCELLENCE
BEN BEY
10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but **smoke good.** Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited
MONTREAL

The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give the satisfaction desired, for the maker behind that product must have confidence that it will earn your approval; otherwise, he would not dream of holding it up for your and your customer's criticism.

Your business

on Fels-Naptha soap is a very valuable one, because Fels-Naptha stands for an ideal combination of the easiest-selling laundry soap and one that gives the utmost satisfaction to your women-customers. Quick, repeated sales save selling expenses.

Ask the Merchant who owns a Barr Account Register what he has to say about Better Collections

Counter Cabinet Style—Closed

At closing time a statement up to the last purchase for every customer—no overtime—no extra work—no errors—you know and your customer knows—guessing entirely eliminated.

The **BARR ACCOUNT REGISTER** should be **YOUR** choice because of its exclusive features—the most economical to buy.

Increase your collections—save time and money by installing the BARR Account System now.

SPECIAL NOTICE

The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There never have been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary. We make this announcement as we understand that some merchants have been imposed upon and induced to buy other account registers through such talk.

Barr Registers, Limited
Trenton, Ontario

GREAT BRITAIN:
HEAD OFFICES—Dacre House, No. 5 Arundel St., Strand, London, W.C. FACTORY—Birmingham.

COUPON

We are willing to have you demonstrate the saving possibilities in the Barr Account Register System.

Name .....

Address .....

Length, 425 feet. Height, 115 feet. Capacity: 200,000 Barrels a year. Depth, 120 feet.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Frontenac Beer is Selling

Have you a stock? The new ½-doz or full dozen cardboard package enables customer to carry it home under the arm. An idea appreciated both by latter and retailer.

Canada's Largest Brewery wants to do business with you.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

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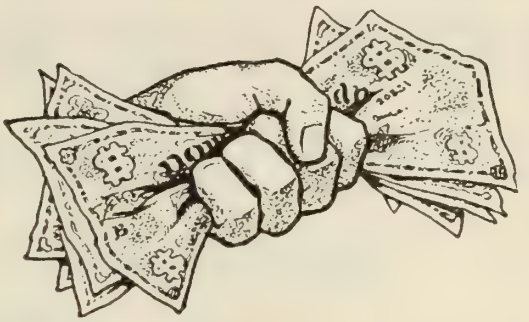

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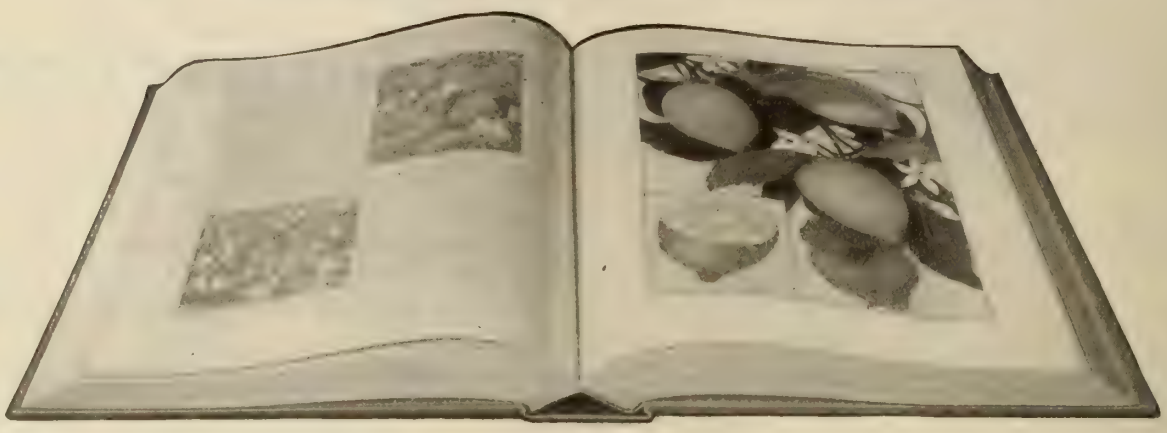

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ARTHUR P. TIPPET & CO.
Agents
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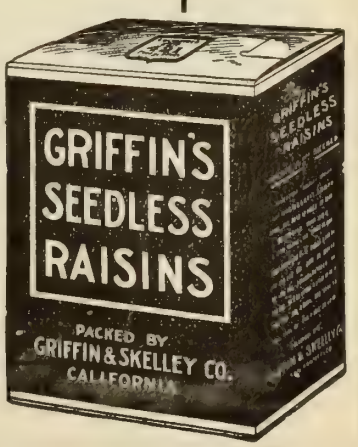

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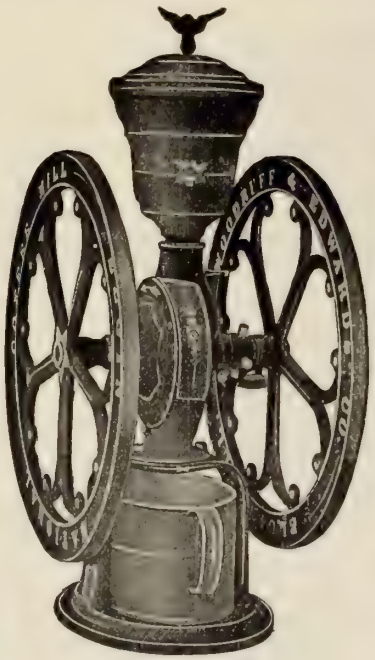

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Their delicious quality, generous sizes, novel shapes and general attractiveness insure quick, profitable and increasing sales.

If you cannot secure the above-named goods from your wholesaler, kindly notify

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It's the first step towards "being the boss." When your customer buys fresh, spring vegetables she usually wants them for a salad. Therefore, also sell her

YACHT CLUB SALAD DRESSING

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Make certain YACHT CLUB SALAD DRESSING is in your store and that your customers are acquainted with it. Ask us:

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The Japan Tea Market

is now open and we shall get cable advices daily of its condition as the season progresses. Our agents at different points will be thoroughly posted.

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We offer surplus of our extra fine stock as below, subject to previous sale. Wire your orders at once.

ONION SETTS.

Dutch Setts, Yellow	$12.00
Dutch Setts, White	13.00
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Spread your Onion Setts out thinly in a cool, dry place promptly on arrival, and prevent heating and growth.

Write us for anything you need in Seeds.

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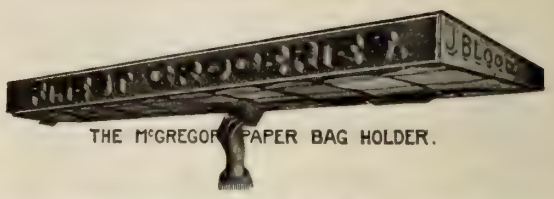
WM. RENNIE CO., LIMITED, TORONTO

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

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Makes Business for You

Shredded Wheat not only yields you a good profit, but helps you to sell fresh or canned fruits with which it makes de licious combinations.

Shredded Wheat

is not only the standard cereal breakfast food of the world, but it is the only breakfast food that combines well with fruits. Nothing so delicious and nothing so easy to prepare as Shredded Wheat with canned peaches, pears, prunes, plums and other fruits.

TRISCUIT is the Shredded Wheat Wafer — a crisp, tasty, whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases, which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

Made by

The Canadian Shredded Wheat Co. Limited

Niagara Falls, Ont.

Toronto Office :—49 Wellington St. East

(57-A)

CIRCULAR STYLE

DRY DUSTING MOP

You can retail this style mop at 75c.

YOUR PROFIT IS 50%

On the Tarbox "no oil" Mop. It is chemically treated. It collects dust and holds it.

The Tarbox is a better mop at a lower price—a popular price which is 25 per cent. less than imported mops. It is easier to sell and yields you a larger profit. Sell the

TARBOX

DRY NO OIL DUSTLESS

Mops and Dusters

They satisfy every user. Every user will help you to sell more. That's a fact.

Stock the Tarbox Mops TO-DAY. Get the larger profit and sell for the lowest price.

Supplied through Jobbers

Write NOW for our proposition.

TARBOX BROS.

274 Dundas Street : TORONTO

No. 13

"Cashing-in" on the Association of Goods

It's a safe bet that not one person in a hundred comes into your store just to shop —meaning, of course, just to look around.

The grocery store is one place where this tendency, you might say nuisance, has never made itself known. It is therefore almost certain that when a woman comes into your store she is in a purchasing mood which may be ripened into extra sales if you show her lines that appeal to her fancy.

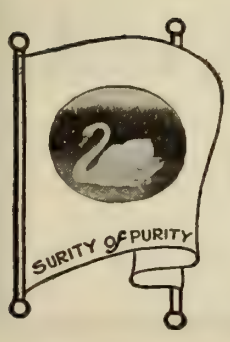
Seasonable lines always get the attention, so it's wise to use them as the attention-arrester and then work in *associated goods*.

Place a display case in the centre of the floor slightly past the half-way mark so that your customers' eyes become accustomed to the inside light before they see it. Trim the case inside with seasonable goods and associate them with a natty top trim of goods that should go hand in hand with them.

For instance, Fresh Strawberries in the inside of the case and Fruit Sugar on the top, cold meats inside and meat sauces and relishes on top, fresh ripe tomatoes and lettuce inside and salad dressings on top, pickling vegetables inside and pickling spices on top—and right here we might suggest carefulness in always showing goods of the highest merit—goods that have a come-back pulling power.

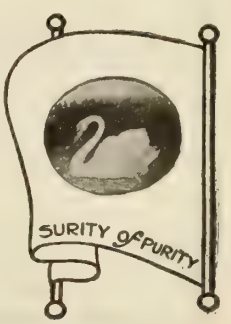
It is highly essential that the trims be always kept fresh, neat and the case clean. A systematic change of display will surely pay for the trouble, in fact it has been definitely stated that a display of this kind will pay for a silent salesman in a very little while in extra sales.

Associate "White Swan" products with the very finest quality goods always, for they stand the "fire test" of a critical public—they bear the "Surity of Purity" and are backed by a Government form of Warranty.



WHITE SWAN
SPICES AND CEREALS, LIMITED
TORONTO, ONT.

Look for White Swan Logic next week.



The Very Latest and the Best

This is the back of our register

Better let us show you the front of it

and the balance of our system.

Mr. Merchant:--- How often do you go through your Present System of Bookkeeping to see what each customer owes you? Not very often, **you haven't the time.**

Do you balance your cash every day? Of course you do, but you don't balance your credits the same way, **you haven't the time,** and still it's of more importance, **because** the mistakes are made on account of the increased labor in looking after your credit business.

Our system does away with the bulk of the labor of proving or balancing the accounts — because it automatically proves your charges and your credits—with very little work and *shows* you all the time exactly how much each customer owes.

It is of the utmost importance that you know where you are at—every day—you cannot with your system—you can with ours.

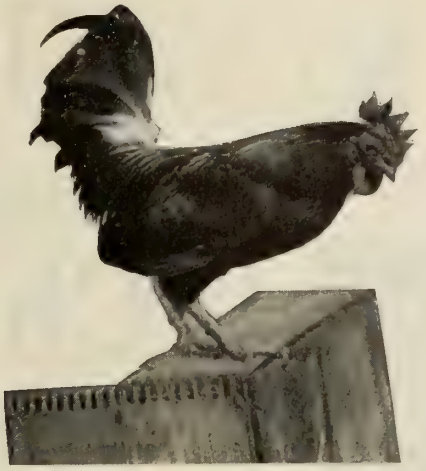
Write for full information.

Commercial Account Registers, Ltd.

178-180 Victoria Street

TORONTO, Canada

We devise and manufacture The Commercial Systems—"Bookkeeping Without Books" for retail stores—also counter check books—record books and supplies.



"Aylmer"

Boneless Chicken

a very desirable delicacy for summer trade—an excellent seller

Here is a line that will tempt all classes of trade. Solid pressed chicken meat without bones, solid enough to be sliced, daintily packed in bevelled key-opening cans.

"AYLMER" Boneless Chicken is very nice for cold slicing—a real treat for picnic, luncheon, etc.

It will pay you to get a few cases. Quick, profitable sales. Your wholesaler can supply you.

Government approved.

Dominion Canners, Limited

Hamilton, Canada

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REFRIGERATORS

Improve the store's appearance and service

The refrigerator here shown—No. 157—a handsome piece of store furniture, and an economy. It embodies all the Arctic features—the handsome outside and inside appearance, water-proof interlining, spruce lining, galvanized iron pans, removable parts, overlapping doors, heavy solid brass hardware and the dry cold circulating air system.

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DEVONSHIRE CREAM
Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

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Also other new and attractive 5 cent lines.

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JOHN CLEAVE & SON, LIMITED
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Furnivall's

FINE FRUIT PURE JAM

is making such a decided hit with customers everywhere because of its absolute purity and deliciousness. No expense has been spared to get the very acme of quality. The production of our fruit delicacies are supervised by a maker who has had nearly 20 years of practical experience in Jam-making in Lancashire, Eng. A trial will prove. Put up in 5-lb. pails and glass jars. Order from your wholesaler.

Furnivall-New Limited
Hamilton, Ont.

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the trade of the women directed to buying **Wonderful Soap?**

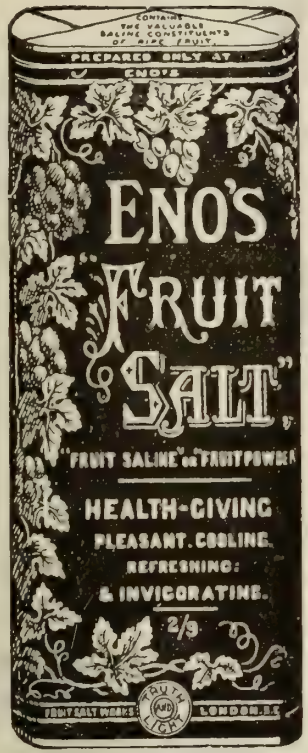
It is easy to sell when once your customers get to know it. Its wonderful cleansing qualities immediately put it in right with the housewife.

We quote prices that mean big profit to you. Ask your wholesaler, or write us direct.

The Guelph Soap Company
GUELPH, - ONTARIO

Every Household and Travelling Trunk ought to contain a bottle of

ENO'S "FRUIT SALT"



A gentle, natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for more than forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

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H·E·I·N·Z H·E·I·N·Z

What Customers Ask You For

is generally an advertised article because advertising has taught them its name and quality and made them wish to buy it. Sales come quickly and easily if you do *your* part.

Let us show you how our Grocers' Service Department will help *you* increase the sale created by our consumer advertising.

Write us or ask our salesman.

H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
PITTSBURGH, U. S. A.

H·E·I·N·Z H·E·I·N·Z

Why you should Choose A "Beverly" Account Register

It offers you an equal service of any large, bulky, high-priced register.

It is backed by a three-year guarantee: very convenient for storing in safe; requires less counter space; has a strong, neatly finished oak cabinet—with fittings made of aluminum, tag-linen and spring brass. The "**Beverly**" is a very durable and efficient register.

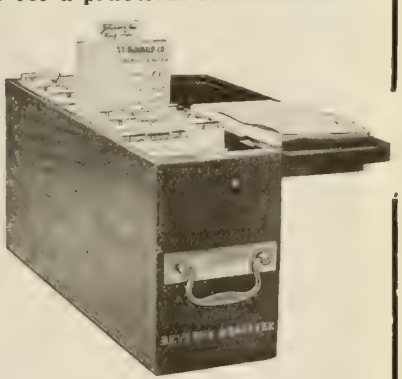
A practical Register for a practical business man

It merits your careful investigation.
Write for free booklet to

Lance & Culp
Canadian Sales Agents

22 Adelaide St. East, Toronto

Agents Wanted



Manufactured by

The Beverly Register Co.
PICTON, ONTARIO

A RECORD

has been created by

White-Cottells Malt Vinegar

The building up of a large Vinegar Business generally takes many decades. Our immense turnover has been reached in a very few years.

THE REASON

is that our Vinegar gives the utmost satisfaction both sides of the counter, i.e., when it is a question of quality and prices we win fairly and squarely. Put us into competition, and see for yourself.

Write us to-day for samples and prices

CANADIAN AGENTS:

Ruttan, Alderson & Lound, Ltd., Winnipeg

L. A. Gastonquay, 60 Bedford Row, Halifax, N.S,

CANADIAN AGENTS:

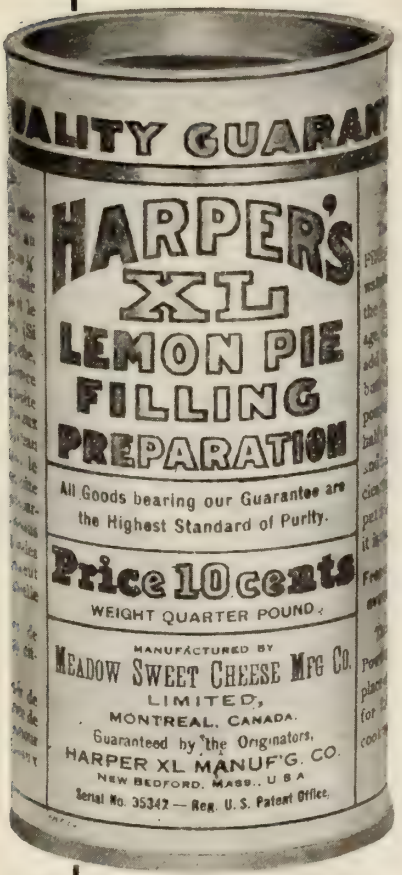
Nelson, Shakespeare, Watkins, Ltd., Vancouver, B.C.

Schofield & Beer, St. John, N.B.

WHITE-COTTELL'S MALT VINEGAR

CAMBERWELL, LONDON, ENG.

WHITE-COTTELL'S MALT VINEGAR



Lemon When You Have No Lemons

You need never send a customer away when you are short of lemons, because

HARPER'S XL LEMON PIE FILLING

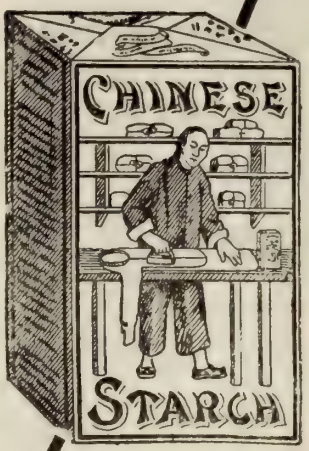
does all the work of the fresh lemon **and more.**

It's the juice of the finest lemons worked into a preparation with other wholesome constituents which Canadian trade has pronounced "**really remarkable.**"

Vanilla Filler
Chocolate Filler
Gravy Soup Crystals
Are its partners.

ALL AT A POPULAR PRICE.

THE MEADOW SWEET CHEESE MFG. CO., LTD.
Montreal



Encourage the housewife to do her own laundry work.

By doing so, you widen your market for the better grades of soaps, bluing, borax, washing powders and Chinese Starch.

Sell her

CHINESE STARCH

Chinese Starch is the only starch containing two oils, —one imparts a delicate perfume; the other keeps the iron from sticking.

and make her ironing easier and more satisfactory in every way.

Chinese Starch is prepared ready for use, requiring only the addition of water.

We prepay freight on orders for two cases or more.

OCEAN MILLS, MONTREAL

Clark's Pork and Beans

Two important features in every merchant's estimation of the merchandise he handles should be QUALITY to secure and hold his trade and MARGIN to ensure successful operation.

Clark's Pork and Beans

are right in line with these two requisites. CLARK'S QUALITY is always the same, THE BEST.

Get prices from your jobber on the 2's Tall size, which sells at a moderate figure, and you will be more than satisfied with your margin.

W. CLARK, Limited, Montreal

Right Now

YOUR sales of canned goods should be increasing. The prices are the lowest they have been for years. Let us replenish your stock with **TARTAN BRAND**—the brand that has stood the test of years—it cannot be beat for quality and purity.

Introduce the **TARTAN BRAND** to your customers—they will appreciate your regard for their interests.

The majority of "quality" grocers from Hamilton to Vancouver handle the TARTAN BRAND. Are you one of them? It will pay you to get into line.

Book 1914 Canned Goods with us. We will protect you fully.

Tartan BRAND

THE SIGN OF PURITY

Groceries, Spices, Canned Goods, etc., etc., etc.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON, ONT.**

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

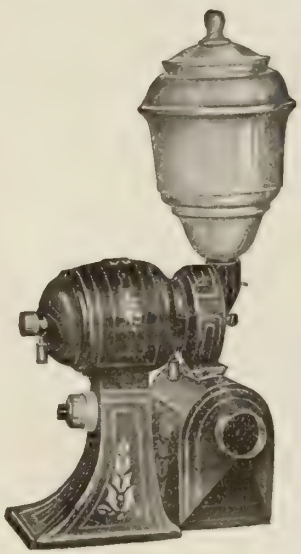
SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

Electric Cut Your Coffee



With an Electric Cutting Machine designed with Machine Steel Burrs tempered in Oil, which produces evenness in Grind, thus improving the Cup quality of the Coffee. Has also a Fan connected with the Rotating Burr, which keeps the Grind Head clean, so there is no danger in mixing Grades.

There is also a Numbered Setting Device arranged so that you can give your customers their Coffee as they like it. Sold on Monthly Payments and Positively GUARANTEED. Live agents wanted at principal points in Canada.

J. H. Galloway

11 Market Street

HAMILTON, ONT.

The Request Has Developed Into A Demand

for our Tobaccos. Why delay sending that enquiry for terms and particulars? Each day you put it off you are losing hold on your "smoking" customers. Profits that should be yours go into the pocket of your competitor.

Cultivate smokers' wants by stocking our tobaccos, and you will find them coming from the furthermost ends of the town for their "favorite" smoke, incidentally bringing other business in their wake.

Get in touch with us at once—**it will pay you.**

Rose Quesnel Smoking

King George Navy Plug Chewing

Master Mason Smoking

Maple Sugar Chewing

The Rock City Tobacco Co.

QUEBEC and WINNIPEG

A Profitable and Quick-Selling Line

10c. TRADE MARK KING REGISTERED PAT'D JAN. 1900 FLY KILLER 10c.

Neat, Effective, Light, Durable
SELLS ON SIGHT

THE Wire Netting, which is securely fastened to a neat Wood Handle, is practically invisible; the air passes perfectly between the strands, and the stroke to dispatch the fly is delivered surely and effectively. Kills without crushing, and does not soil the most delicate fabrics or injure the highest polish.

Put up in boxes of One Dozen. Each box of the "King" contains a Counter Display Stand for Six Killers.

"KING" 85c. per dozen
"SWAT-STICKA" 45c. per dozen

5c. TRADE MARK SWAT—STICKA REGISTERED SWAT-STICKA FLY KILLER 5c.

Obtainable from Wholesale Grocers and Wholesale Hardware Firms

J. A. Hendry, 75 PRINCESS STREET KINGSTON, ONT.

Agents for the Dominion of Canada

WHITENS

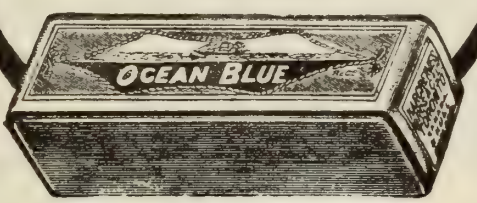
the Ladies' linen and lace
and

BRIGHTENS

the smile on the Grocer's face.
That is

OCEAN BLUE

HARGREAVES (CANADA.) LIMITED,
33. FRONT STREET, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Donkin, Creeden & Avery, 117. Arcade Buildings, Vancouver, B.C.



Richards QUICK NAPTHA THE WOMAN'S SOAP

LOOK!

Inseparable from quick sales and more than a quarter of it profit.

A case each of Richards Pure and Richards Quick-Naptha will keep you in good standing with the "Richards" users.

Your Wholesaler can supply you at once

The Richards Pure Soap Co.
Limited
Woodstock **Ontario**

Don't Shoot at Random!

If you are desirous of adding the class trade to your store you cannot *guess* your stock to suit their demands. To fill the bill you must stock *Carr's Biscuits.* They are *known* for *quality,* and carry the best trade with them.

Packed for export in air-tight tins. Send an order to the nearest agent.

AGENTS:

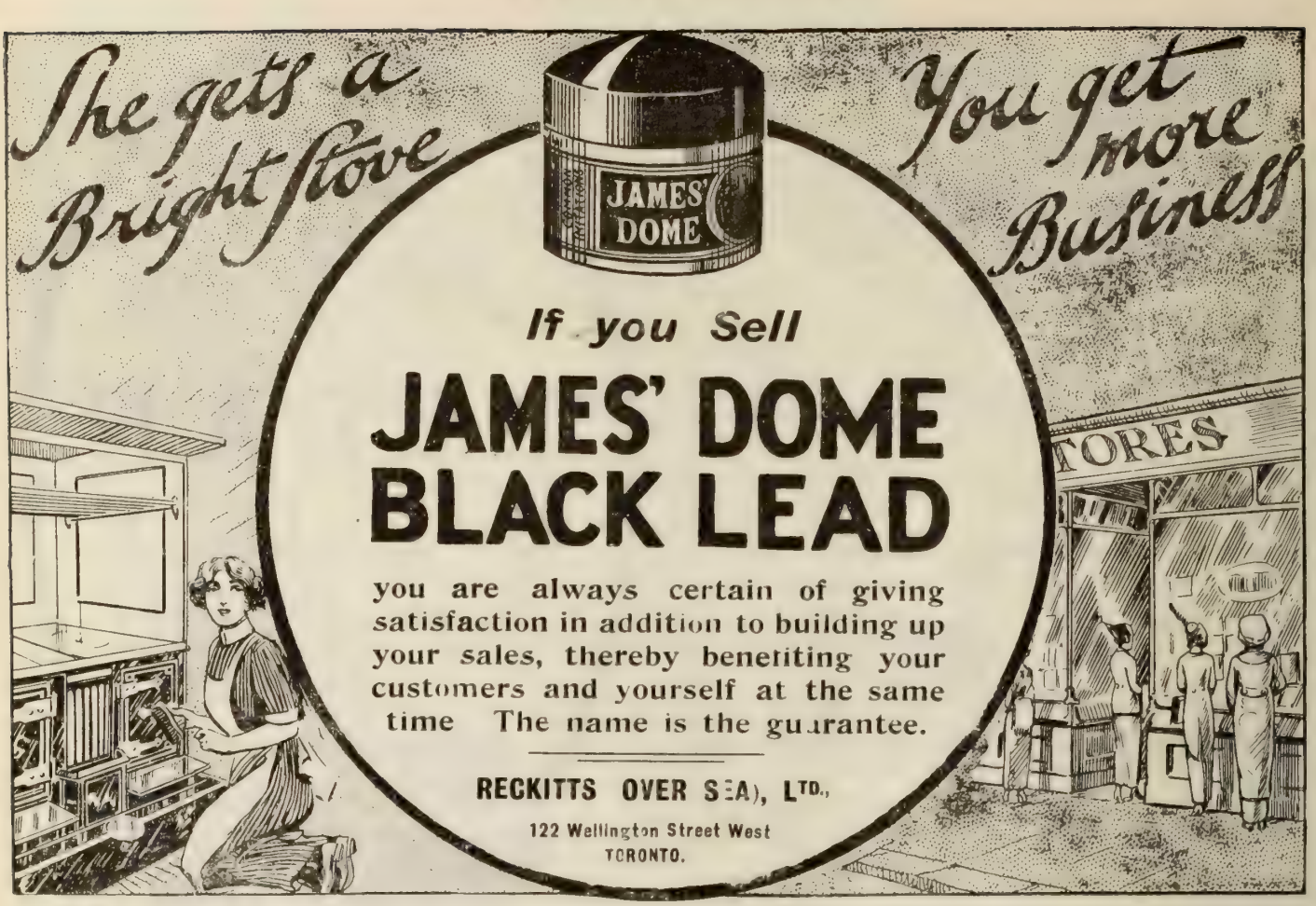
Wm. H. Dunn Limited Montreal

Dunn-Hortop Limited Toronto

Hamblin & Brereton, Ltd. Winnipeg and Vancouver B.C.

T. A MacNab & Co St. John's, Newfoundland.

CARR & CO. CARLISLE ENGLAND


She gets a Bright Stove
JAMES' DOME
You get more Business
If you Sell
JAMES' DOME BLACK LEAD
you are always certain of giving satisfaction in addition to building up your sales, thereby benefiting your customers and yourself at the same time The name is the guarantee.
RECKITTS OVER SEA), LTD.,
122 Wellington Street West
TORONTO.
TORES

Sterling BRAND

A Real Palate-Tickler

There is a reason why **Sterling Catsup** has proven such a phenomenal seller ever since it was first put on the market. And there is a reason why every dealer who is handling this line sends in repeat order after repeat order.

Here's the Reason

It is of exceptionally high quality; has a distinctive flavor—true tomato deliciousness and sells at a popular price.

The tomatoes used are freshly gathered from the vines in the morning and canned the same day. All the freshness and deliciousness is thus retained.

Sterling Catsup will stimulate sales for you. Order a trial case from your wholesaler.

The T. A. Lytle Co., Limited

"CANADA'S LARGEST PICKLE INDUSTRY"

Sterling Road, Toronto

Why is "Force" worth 15c?

1. Because it's made from whole wheat—the world's finest grain.
2. Because it feeds bone and muscle better than common cereals.
3. Because it's thoroughly cooked with healthful, nourishing malt.
4. Because it's tasty, easily digested and costs less than an equal weight of beefsteak or eggs.

The above is the substance of one of our many advertisements to the public in all the big papers across Canada. It will help you sell more "FORCE." Some people always want the cheapest thing they can get, but more, many more, want the best. Nothing is truer than the old saying that you get just about your money's worth in this old world. "FORCE" is sold at 15 cents because it's WORTH 15 cents—"the value is there." More families are every day coming to a knowledge of this fact.

Made by The H-O Company, Hamilton, and Sold by good Grocers everywhere

"FORCE" TOASTED WHEAT FLAKES

Place this delicious Meat Patty on your counter and see how quickly it sells!

ALL over Ontario and Quebec people are asking for Paris Paté. A big advertising campaign is now in full swing and dealers everywhere are realizing that it **pays** to sell—

PARIS PATÉ
PARIS MEAT PATTY

What Paris Pate is:—

Paris Pate is prepared by clever French Chefs from choice, nutritious meats and spices, put up in hermetically sealed tins and cooked by a special process. Just ready to eat—an ideal delicacy for every occasion—indoor and outdoor. Absolutely pure, wholesome and delicious. Check up your stock *to-day*.

Get in touch with any of these agents:

Quebec—A. Francois Turcotte.

Toronto—Maclure & Langley, Ltd.

Ottawa—Provost & Allard.

Kingston—Fenwick, Hendry & Co.

Halifax—J. W. Gorham & Co.

Winnipeg—Tees & Persse, Ltd.

Prepared by
SOCIETE S.P.A., 51 Reading St., Montreal

Also at Paris, Dijon and Nolay, France

WAGSTAFFE'S

1914 New Strawberry Jam, now ready for delivery.

Mr. Grocer,
THIS STRAWBERRY IS DE LUXE

The scarcity of Strawberries will make Wagstaffe's Strawberry Jam a good investment.

Get it in early.

Write direct, naming your wholesaler.

WAGSTAFFE LIMITED

PURE FRUIT PRESERVERS

Hamilton **Canada**

All dealers report that the sales of

FOREST & STREAM TOBACCO

are increasing rapidly.

We are doing our utmost to bring it to the pipe-smokers' attention. Second our efforts by putting it well to the front and offer it to your customers. It will add quickly to your profits.

HANDLED BY ALL THE WHOLESALE TRADE

St. Lawrence

Granulated

100% PURE CANE

The sugar that is packed to suit all requirements.
Red label for fine grain.
Blue label for medium. Green label for coarse.
When ordering specify the grain your trade prefer.

These two wash-day necessities make sales "hum"

The moderate price of BEE BRAND STARCH and BORAX will induce economical housewives to buy. The high quality will bring them back.

Bee Brand Starch is prepared from a special formula, gives a high polish, and will not stick to the iron.

You should get these profitable lines working for you.

FORBES & NADEAU, Montreal, Que.

ZIP

Hand Cleaner—The Reliable

As name indicates, it works quickly. **Zip**, and it's off. No dirt can remain after a rub of **Zip**, and no dissatisfaction can arise after a sale of **Zip**, in the 'generous' can.

The Zip Mfg. Company, - Sutton, P. Q.

AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.

For Lighter, Whiter and Sweeter Bread there is nothing like

Cook's Friend

Housewives know it too. It has been the leader for over 50 years. ABSOLUTELY PURE.

W. D. McLaren, Limited
MONTREAL

COOK'S FRIEND
THE COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

June Has Started To Fly Too

Bertrand's Macaroni

should be on your shelves **now** and no **later** if not there already.

It's the macaroni line you cannot help but appreciate, because your customers' appreciation will make **you** feel good.

The Bertrands are a world-famous family — for the perfection of their macaroni.

Ever since 1825 they have been, and will be looked upon as **THE MACARONI PEOPLE.**

Henri Jonas & Co.
MONTREAL

Sole Agents Canada and U.S.A.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

MORROW & COMPANY
CEREALS
TORONTO, - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

The **Condensed Ad.** page will interest you

AGENCIES SOLICITED
Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.
M. D. BEARD
50 Front St. East TORONTO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

ONTARIO (Continued)

COLLECTIONS!
Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.
COMMERCIAL COLLECTION CO.
77 Victoria St., Toronto, Ont.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers
WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co., Ltd.
Wholesale Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering All the Wholesale Centres in the West

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents, Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

WESTERN PROVINCES—Continued.

COCKBURN-NOLAN CO., LIMITED
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited
Canned Foods, Limited
312-314 Ross Avenue Winnipeg

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . Vancouver, B. C

O'LOANE, KIELY & CO., LTD.
Wholesale Grocery Brokers and Commission Merchants. Canned Goods, Dried Fruits, Cereals and Grocers' Sundries. Buyers' and Sellers' Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun.
VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
CLAUDE BEAUCHAMP
223 Commissioners St., Montreal

IT IS POPULAR

and growing more so.

MAPLEINE

should be in all first-class stores.

ORDER FROM

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Or

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WN.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

BRAND

STUHR.

STUHR'S

CAVIARE
FILLETED ANCHOVIES
(In Brine).
ANCHOVY PASTE
(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

OAKEY'S

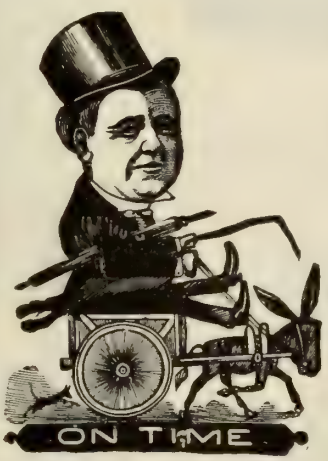
The original and only Genuine Preparation for cleaning cutlery.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



The Grocer who does not order a supply of

DISTIL COFFEE ESSENCE

Right Now

May not be ON TIME to save 25c per doz., for at the moment we are supplying the trade with the nominal 5-oz. Bottles at $1.40 per doz.

(Don't you pay $1.65 for other makes.) Mail us your order to-day for Distil, the Essence with 22 Highest Awards for Purity and Flavor.

The Harry Horne Company, Toronto

309-11 King West, Canadian Agents

Made at London, Eng., by THE DISTIL MFG. CO., LTD.

Clean In An Instant!
Vig-Nol Acts On Dirt

in clothing—strongly. It is in the form of compressed tablets, chemically perfect, chemically harmless. **Steam concussion** is the secret of the instant driving out of dirt.

Vig-Nol Comes In Counter Stands

Not a soap powder. No washboard needed.

Jobbers, Write for Sample and Discounts.

H. NAGLE & CO. P.O. Box 2024 **Montreal**

HOLLAND
CONDENSED MILK

Excells the ordinary condensed milk—its purity and quality is unsurpassed. A most excellent seller. A trial will convince.

Our prices will interest you—look over our lines carefully. We import direct. Write now.

WOLFE & SERLUI

248 Notre Dame West, Montreal

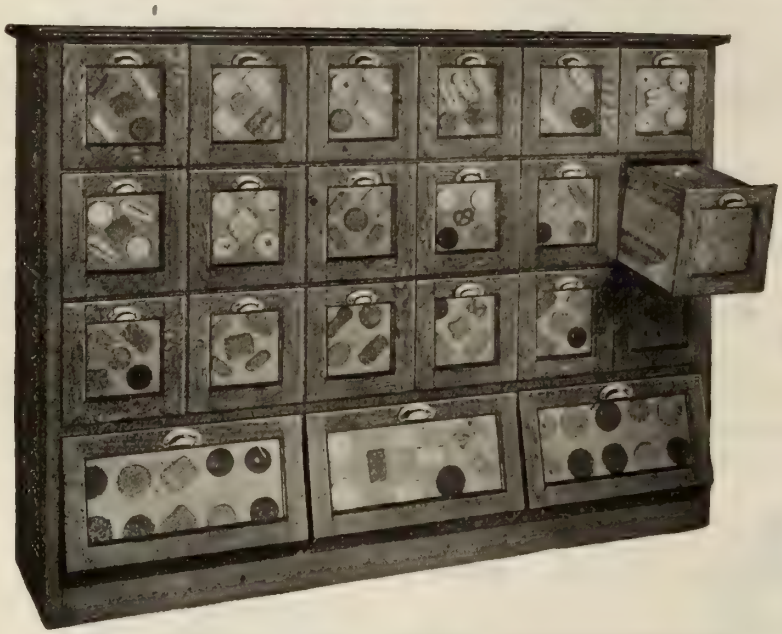
Agents: We have a proposition for you also for Gouda Cheese and Edam, Holland Herrings, Superb Anchovies, Dutch Biscuits, Rice, Barley, Spices from Dutch Colonies, etc.

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6′ long and 54″ high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running,



show your stock of cakes in tins. Every large bin in base adds two feet to length of case.

Stock lengths are 6′, 8′ and 10′, but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match **your** fixtures and sell **your** cakes.

Walker Bin & Store Fixture Co.,
LIMITED
Berlin, Ontario

Representatives:
Manitoba:—Watson & Truesdale, Winnipeg, Man.
Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.
Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.
Montreal:—W. S. Silcock, 33 St. Nicholas St.
Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake Manitoba

CAN-O-WAX

The pure paraffine wax that makes wash-day and fruit-day a holiday, put up in round sticks for convenience and economy.

CAN-O-WAX

Write for sample and price.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.

CAN-O-WAX

Candies on the Side

17-lb. pail, $2.40; sells at 25c lb.

32-lb. pail, $2.72; sells at 15c lb.

17-lb. pail, $2.40; sells at 25c lb.

Canadian Grocer, April 19th, '14, Says:---

"That the grocery trade sells an enormous quantity of this line in a year, can readily be seen from their interviews. At the same time these men point out how they expand sales of confectionery. Showcases, silent salesmen, wall cases, separate clerks, etc., are among the methods employed. The opinion is general that every dealer should not only handle this line, but that it is worth extra attention. Twenty-four of the grocers mentioned in this article purchase $25,650 worth of confectionery in a year—an average of over $1,000 apiece."

Approximate Profit on $25,650

If these goods had all been Diamond Brand, the repeater would be

$15,390

Now, then, divide $15,390 profit among these twenty-four dealers, and each man's share figures out at about $650.

No other line of goods can afford such opportunities; no other line requires less selling effort.

Old and young, and the young especially, have a sweet tooth. Cash in on it.

The three cuts are only illustrations of some of our many lines. We can fill up a section of your store with the **Pay-Well** Goods.

Here Is a Trial Order.

Tear Out and Mail.

Sugars & Canners, Limited,
Montreal.

Please ship, freight prepaid:

1 pail Nutty Creams	$ 2 40
1 pail Mikado Mix.	2 72
1 pail Mint Buttons	2 20
1 pail Assorted Cream Caramels	3 50
25 lbs. net.	
8 boxes assorted gross goods, best sellers, 8 half-gross boxes	4 00
	$14.82

Sugars & Canners, Limited

MONTREAL

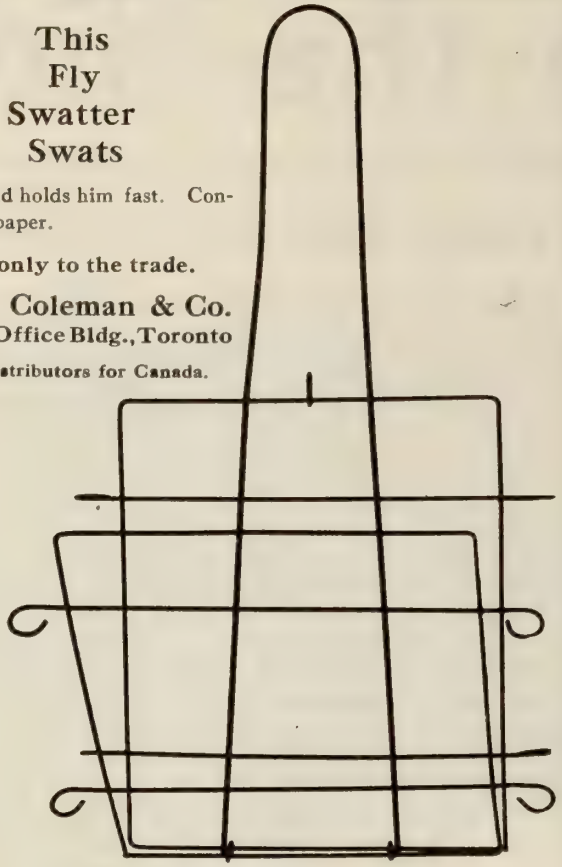
Freight Prepaid to all points in Ontario, Quebec and Maritime Provinces

This Fly Swatter Swats

the fly and holds him fast. Contains fly paper.

Sold only to the trade.

R. W. Coleman & Co.
Crown Office Bldg., Toronto
Sole Distributors for Canada.



$25.00 Per Gross.

You'll Hear Something Important about

Maple Syrup

and

Maple Sugar

very shortly now.

In the meantime take our advice and handle that ever-pure

Pride of Canada

The choicest sap from the most careful farmers only used.

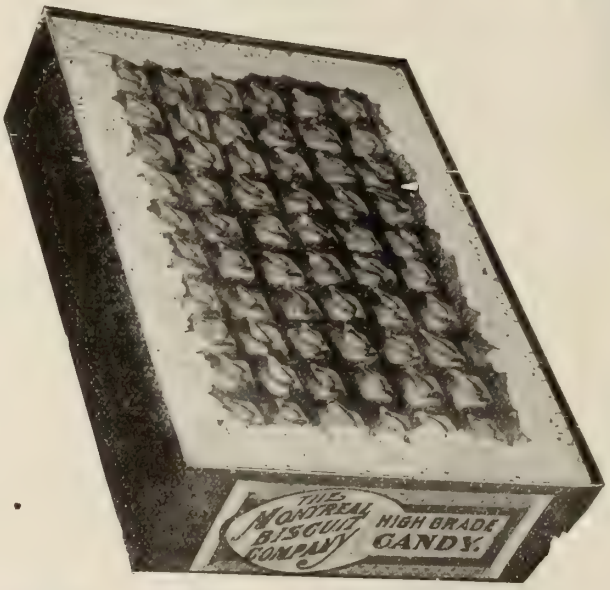
Maple Tree Producers' Assoc., Ltd.
MONTREAL

AGENTS:
S. H. P. Mackenzie, Toronto
L. H. Mackenzie, Limited, Winnipeg
Oppenheimer Bros., Vancouver

You Really Want BORDO

A Sidelight on BORDO

If **Bordo** was just **another name** for **another line** which you can get anywhere, we would not wonder at not having your account, but the mere fact that it is **lonely**, that it has no competitor, is surely sufficient to induce you to give it a trial. Many dealers have made a name for themselves because they have had their **own special coffee**, etc.; many others have built up a **candy reputation** on **Bordo Chocolates**. Just read further and add another name to the already large list of the latter.



BECAUSE:—You Want 60% Profit

The Montreal Biscuit Company

The Originators **MONTREAL**

A Sidelight on BORDO

Bordo is all of a kind, no assortment, one piece creates an impression; **its invitation to test again** cinches steady trade for the vendor. You see, the centre is a new one in the chocolate world, the coating also has its appeal; in short, **Bordo inside and out** is richness to the limit.

A Generous Sample awaits your card.

No matter how high "the market" goes, the quality of Melagama Tea is always the same

Tell your customer it is full weight—being electrically weighed.

Packages are filled automatically—the Tea itself not handled.

We're business-wise enough to know that the high reputation of Melagama Tea must be preserved at any cost to ourselves. Notwithstanding the recent heavy advances in the cost of BULK TEAS, we are giving the **same quality** in Melagama to-day that we always gave. Think of the satisfaction **that** means to you and your customers!

Send us your order for BULK TEAS. Special values right now.

MINTO BROTHERS, LIMITED

45 East Front St. TORONTO

BURGESS'
ESSENCE OF ANCHOVIES
AND
"M. M." PICKLE.

Agents for Canada:

DAVIDSON-BOWLES, LIMITED,

86, WELLINGTON STREET WEST,

TORONTO.

To Our Friends

The Retail Grocers of Canada

Gentlemen:—

Our rush season is now at hand and the demand for

KELLOGG'S TOASTED CORN FLAKES

WE RECOMMEND

THE SWEETHEART OF THE CORN

is surpassing all previous seasons. "Are you getting your full share of the trade?" Our immense factory is running night and day and is being taxed to its limit to keep up to the demand.

Buy only saleable goods, the kind people want and ask for.

We give our entire attention to our Corn Flakes and do not make or sell any other products.

BATTLE CREEK TOASTED CORN FLAKES CO., LIMITED
LONDON, CANADA

There Is No Guesswork Or Boasting About RED ROSE TEA

It is all and more than is claimed for it. By independent tea judges it is recognized as the best standard of quality and value in Canada.

If you buy tea for quality and not merely for price, or name, you will certainly buy and recommend Red Rose Tea if you test it against the others.

If you are not now using it, **will you test it?**

Large samples gladly sent on request.

T. H. Estabrooks Co., Limited

St. John Toronto Winnipeg Calgary

Here are a few of

McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Agents in every Province.

McVITIE & PRICE, Limited

EDINBURGH and LONDON

How to keep sales up during summer

Progressive grocers realize that good refrigeration is absolutely necessary—it prevents spoilage, keeps perishables fresh and tempting and keeps up demand during hot weather.

For over 28 years EUREKA REFRIGERATORS have given superior service and have increased the profits of thousands of Canadian grocers and butchers.

The EUREKA embodies many exclusive (patented) features that cannot be obtained in any other make.

Cold, dry air is constantly in circulation. The Eureka pays for itself several times over in one season.

Why not investigate? Our catalog is free.

EUREKA Refrigerator Co.

Limited

31 Brock Ave., Toronto

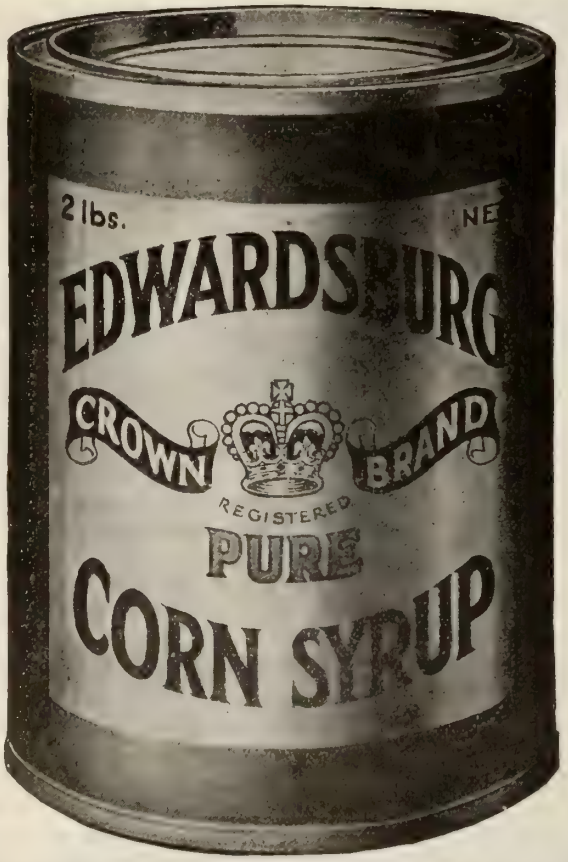
One Quality Always and That the Best

Mustard, the staple condiment, to be good must be the Right Brand and properly prepared. Inferior quality materials are never used in the preparation of

COLMAN'S MUSTARD
OR
KEEN'S MUSTARD
IN SQUARE TINS

They are always uniform in quality and flavor and of superior strength. The trade demands the best; these brands supply it.

Magor, Son & Co., Limited
Agents for the Dominion of Canada
403 St. Paul Street, Montreal
Toronto Office, 30 Church Street



Successful Sales

are those which are backed up with the right goods.

Crown Brand Corn Syrup

once sold to a Customer means **repeat orders.** You can particularly recommend CROWN BRAND to those of your customers who have growing boys and girls.

Have you enough "CROWN BRAND" on your shelves?

We will ship your order promptly

The Canada Starch Co., Ltd.
Manufacturers of Edwardsburg Brands
Works: Cardinal and Brantford

CANADIAN GROCER

VOL. XXVIII JUNE 5, 1914 No. 23

Symposium of Methods on Credit Extension

Merchants All Over Canada Tell How They Deal With New Applicants for Credit—Many Have Most Effective Plans for Catching the "Dead-Beat" and Keeping Down Credit Losses.

In this symposium of methods which some Canadian dealers are using to eliminate as far as possible credit losses ,are many splendid ideas. It will be seen that a number of them have the "dead-beat" pretty well at their mercy by the web they weave about him. Credit is not given indiscriminately by any of them, but instead a list of questions is fired at the credit applicant who must run the gauntlet successfully or be refused time. In addition, some of the merchants back up their questions by going into the past history of the one who asks for credit.

This is a worth-while article for all merchants who are anxious to curtail credits more carefully. Everyone should read it.

PERSONAL APPEARANCE CONSIDERED.

By T. Lauriente, Trail, B.C.

When a new customer asks me for credit, first, I ask him where he came from, and where he has been working; what sized family he has, and how much credit he desires. Then I take a good look around him and see if his face has apparently secured credit before, and if his feet are worthy of credit at the present time. Then if he looks good to me and I believe in my heart that he is honest enough to settle his account, I'll give him credit for thirty days. Payday in Trail comes every thirty days, and for the first thirty days I watch to see if he is working or not, and how large a family he has, and how large his bill is at the end of the first week.

I refuse credit to any man whom I know doesn't like to work, or any other person who hasn't any property, and who intends to start a boarding-house.

* * *

MAKES HONESTY THE TEST.

By Baldwin & Letreau, Cabri, Sask.

Honesty is the big test so far as I am concerned in giving credit to a new applicant. If I can find out that a person is honest and that his liabilities are not too high, I usually give him credit. To get this information I invariably ask him questions that give me the information I want as to his financial standing. If I determine that his liabilities are high or that he is a slow pay, then I decline credit.

* * *

CUTS OFF THE POOR PAYS.

By O. P. Cole, Pine Coulee, Sask.

How long a time do you want?

What prospects have you for paying at the end of that time?

What business are you in, or where are you employed?

These are some of the questions we ask those who apply to us for credit, and before granting same we try to get the note of the applicant. If on questioning the man I am at all suspicious that he is not telling the truth, I invariably refuse his request. If at maturity the note is not paid, I get right after him, and if he does not settle or give a reasonable excuse for not doing so, I immediately put the note in the hands of a collector. I may lose his custom, but I could well stand the loss if he is a poor pay customer.

* * *

GETS NOTE AND ADDS INTEREST.

By G. McAdams, North Battleford, Sask.

When a new customer applies to me for credit, I make it my duty to find out in a judicious way when the money will be forthcoming. His request is only granted when he gives me a note bearing interest at 8 per cent. interest. If on inquiry it is found that he has not paid up his other accounts in the town, or if it is discovered that in any other way he has a poor reputation, he is not given credit.

Some time ago a customer owed me a large bill, but claimed he had paid a part of same. I garnisheed two farmers for whom he had threshed, and obtained judgment and costs. At the present time I do very little credit, and then usually only to the extent of seven days.

* * *

STRANGERS ARE REFUSED.

By W. A. Corson, Tilney, Sask.

I always refuse credit to absolute strangers, and to every one after so much has accrued on the books. I explain that I cannot afford to give them any more credit this season. But when a man comes to me whom I know or know of, I endeavor to find out why he has come and what was the matter with his former dealer. If I have known him before and if to my own knowledge I know he is worth the money I usually give him credit. To collect poor accounts I have used the Retail Merchants' Association collecting letter to good advantage. I sometimes request a farmer to give me a promissory note with a backer who is acquainted with both of us.

* * *

HOW ONE MAN WAS CONVERTED.

By S. W. Miller, Holmesville, Ont.

When anyone applies to me for time on his account, I ask him the following questions:—

"Where are you working"? "At what are you working"? And "When do you wish to pay your account—weekly or monthly"? If he can assure me that he will pay at the time specified, and if I find that in the locality in which he lives he is considered a pretty good sort, I usually give him credit.

But when a person changes his job frequently, and he is in the habit of taking too many holidays, he is not a good man to have on the books. Once a man owed me $10, and from what I knew of him I decided to stop his credit.

I told him why, and after a straight talk to him I changed him into a cash customer. He is now endeavoring to meet the $10 debt.

In a country place one has to be guided by a man's reputation. You will soon get the impression he has made on those he has come in contact with. If he is an entirely new man to the locality and your own judgment taken in connection with it, it will generally give you a pointer. If a man whom I do not judge fit to give credit presses me I generally tell him that just at the moment I am not in a position to extend my credit accounts.

* * *

CAREFUL METHODS FOLLOWED.

By Jas. Redden & Co., Kingston, Ont.

When a prospective customer requests credit, there are always certain questions which are asked if the party is unknown. Of course, if the party is known they are accepted gladly without question. If unknown, we would want to know where they had been dealing, why they had left, and if they were fully paid up. If these questions are satisfactorily answered we grant a limited credit for two weeks or one month, with the understanding that there are to be no balances. In ordinary circumstances the man on salary who cannot pay in full each pay-day cannot pay in full next pay-day if he starts with a debit balance.

Credit is refused when the answers are not satisfactory, or when the party is known to be bad pay, or when we do not care for the appearance of the applicant. On the whole, we think appearances count for a good deal in granting credit. While we are quite sure we have saved many dollars by refusing credit, we do not recall at the moment a special instance. In Kingston, not having an active grocers' association, there are no means of keeping account of the "dead beats."

* * *

A STRICT SCRUTINY MADE.

By Thos. Stevens, Carleton Place, Ont.

A person asking for credit in our store is asked the following questions:—Name, address, occupation, wages, date of regular pay-day, and name of last merchant with whom he dealt. I grant him credit on condition that the answers to the above questions are satisfactory, and that investigation shows that accounts with former merchants have been promptly and fully met. At the same time, there is always a definite understanding that there shall be no balance of account. In every instance where report of references is not satisfactory or where there is a doubt expressed, and also in cases where the applicant is a slow pay, I refuse him credit.

I should like very much if you would discuss the subject of interest on balance of account. Should it be charged each month or once a year? For instance, supposing a person habitually leaves a balance of $10 after each monthly pay-day, would it be advisable to charge, say, two per cent. per month on that balance so that the debtor would then pay $2.40 cents per year for the use of that $10? It seems to me that the person who allows an account to run indefinitely or leaves a balance should pay more than the person who pays cash or who pays promptly each month.

Editorial Note.—When a bank lends money it insists on exacting interest. There seems no good reason why a merchant should not secure interest on overrun accounts, which means the same thing as lending the customer money to buy the goods. But wouldn't 2 per cent. per month or 24 per cent. per year be more than allowed by law? Canadian Grocer, however, would like to hear from readers on this matter, and particularly on the question asked by our friend from Carleton Place.

RESULTS OF CO-OPERATION WITH BROTHER GROCERS.

By G. R. French, French & Benson, St. Catharines, Ont.

When people ask us for credit we try to find out in general conversation where they have been getting their groceries before they came to us, and if necessary we phone to our brother grocer for information. If we decide to give credit, we ask where the husband is employed and his dates of pay.

If they are known to another customer of ours or good reference is given, we usually also extend credit.

But if the woman has a bad reputation or if the husband is a known drunkard we refuse. A certain person wanted credit from us and after asking her what grocer she had been dealing with, I phoned up to this brother grocer and found that she was heavily in debt with him. Also by cultivating friendliness with my brothers in the trade, I prevented her getting credit with another store. The day is past when we should show ill-feeling towards our brother grocer. We should seek to promote good feeling with all and then we would save great many bad debts and working with that spirit our trade will grow.

* * *

WANTS TO KNOW LAST DEALER.

By E. R. Robinson, Pape Ave., Toronto.

When someone applies to me for credit I always ask with who they dealt last, and if they do not tell, I do not give them credit. If they tell me, I almost always find them good, but generally call up the merchant and find out. All merchants seem very willing to tell me correctly, and I think every grocery man should reciprocate in this way. I refuse credit if the other merchant has not been paid.

I have found several times that this plan saved me from losing money, and believe if all merchants would try this it would soon do away with "dead beats."

* * *

STATED AMOUNT AND TIME LIMIT.

By John Kew, Brantford, Ont.

Full name of applicant, where employed, how paid and when, the amount of credit wanted, and where he has been dealing last, are the questions I ask when anyone requests credit. If the questions are answered satisfactorily, credit is given for a stated amount and for a specified time. Unless we know the party or get reliable information from some source that he is honest and that we would be justified in giving him credit he does not get it.

About a month or so ago a party moved into our district from the other end of the city. He certainly looked like a good customer, and said he had been paying cash where he dealt before. After taking his order for $3.50 we 'phoned to a dealer in his former neighborhood, and were informed that he was poor pay and that he owed him some money then. We refused him credit and canceled the order.

I think we save half the cost of our 'phone service by using it for such cases.

We had a good example of this in the last two weeks when six different grocers 'phoned to know if a certain party in our section was any good, as he was asking for credit. As he was no good, and after explanations, he got no credit. But it serves to show how the "deadbeat" travels from one grocer to the other until he finds an easy mark.

* * *

PERSONAL APPEARANCE WATCHED.

By Bray Bros., Sherbrooke, Que.

We always ask a man applying for credit where he dealt before coming to us, and after getting proper information, we advance goods for thirty days. A great deal, however, depends on the personal appearance of the applicant,

(Continued on page 38.)

Why Horseshoe Rested Content for Many Years

Enterprise and Fair Dealing Have Brought "Good Luck" to Playfair, Preston Store, of Midland — Only One "Till" for All Departments—Special Boat Service for Tourist Orders—A New 5, 10 and 15-Cent Department — Store's Real Hold Lies in its Staple Prices.

By a Staff Correspondent

MIDLAND, June 4.—If those who pass through the main entrance of the big department store—and the adjectives are used advisedly—of the Playfair, Preston Company—are observant and not too much occupied with the extensive display of seasonable goods which is at once unfolded, they will notice suspended by almost invisible black strings a rusty horseshoe that is as full of nailholes as the one referred to in the popular song. Mr. Preston gives assurance that there is nothing in the way of superstition attached to the hanging of the curved and rusty iron, but when he states that it has been hanging there since the first morning that the store took on the status of "department"—it was found on the road outside the door that morning by a customer—one might almost be inclined to believe in the good-luck-forevermore sentiment which is expressed in the aforesaid song. But if it has brought good luck to the store, it has undoubtedly brought good luck to the store's customers as well, or the volume of business which is transacted therein is very misleading.

However, when one has talked a little further with Mr. Preston, as a representative of Canadian Grocer had the pleasure of doing; when he is told of the nineteen years of development; when he has listened to the broad-minded and sound business ideas which are behind the store policy; when he has learned of the experiments which have been tried, new departments which have been opened, systems which have been installed, and organizations throughout the establishment which have been brought to a smooth operating basis in almost every detail—then will he be convinced that it has not been the good luck of a horseshoe or any other kind of good luck which has been responsible for the upbuilding of one of the biggest mercantile businesses in the north, at least no more than follows in the wake of energetic, up-to-date and reliable methods applied to merchandising.

To one acquainted with the business which is transacted in the northern shipping port towns, an establishment of the proportions of the Playfair, Preston Company would be a distinct surprise. Where one might naturally expect to find an "overgrown" department store, he finds a department store in every sense of the word, carrying all departments in the usual big store, excepting hardware and several others, which are examples of the energetic policy of the firm. When, however, it is mentioned that Midland handles about 40,000,000 bushels of grain annually; that the Grand Trunk alone handles about $2,000,000 worth of freight at this point; that there are hundreds of tourists passing through during the summer and locating up the lake where they must be supplied with needed goods; that there is an almost constant stream of boats coming in and out of the harbor, while a whole fleet winters there—then one gets the idea of where the business comes from which is responsible for such an establishment as the Playfair, Preston store. That this firm does get such a big share of the business is largely due to their methods and energy, coupled with the policy of selling staple goods at close prices.

Changing With Conditions.

Nineteen years ago when the Playfair, Preston store was started it was a little one-horse affair, doing a jobbing business largely. The department store of to-day is mainly due to the fact that the firm has taken full cognizance of the changing conditions; they have reached out to get control of business throughout the district; department after department has been added to meet the demands of the trade. To-day we find two novel features of the business which are examples of the spirit of the firm. Recently a 5c, 10c and 15c department was opened and is being successfully conducted. Several years ago a supply boat was put on a northern route to cater to the needs of the tourists living up the shore at the summer resorts, and this year a second boat will be used in this service.

Staple Lines at Right Prices.

That the foundation upon which the successful retail business is built is in selling staple lines of goods at right prices, is the opinion of Mr. Preston, and it is largely the store policy of the company. He points out that it is in staples that a difference in price is at once noticed by the patrons of the store; if an article can be purchased just a little cheaper in an opposition store, then that store is likely to

POLICY BEHIND BIG DEPARTMENT STORE.

"Business is religion boiled down; if you sidestep you will suffer the consequences."

* * * * *

"Nine out of ten buyers, buy too heavily and are thus unable to keep proper control of their stocks."

* * * * *

"There are many departments in this store, but just one till—that is what I try to impress upon my salesmen and department heads."

* * * * *

"One grouchy salesman will drive from the store a customer who may have a hundred dollars to spend in other departments."

* * * * *

"Be dead sure you are right on prices on staples in every department—and sell them close."

* * * * *

"If you have a sale be sure it is a sale and that the people get a bargain if you advertise it—if you buy right and sell right all the time you won't need many sales."

Pithy remarks by W. E. Preston, the manager.

The Playfair, Preston Co.'s grocery department, Midland, Ont. On the right is a silent salesman for pipes, at the rear attractive bin fixtures, and on the right the fruit and provision departments.

get a new customer for that and all other goods. On specialty goods there is not the same necessity for care, for people buying such goods usually expect to pay a little more for the style or the novelty.

Business is Religion.

Great care is taken in this store to uphold a conservative solid business policy in regard to dealing with customers. In the opinion of Mr. Preston business is much like religion in the practical sense, that when one sidesteps or makes a mistake in business either he or the business is going to suffer. "Send out satisfied customers" is one of the ideas of salesmanship in the Playfair, Preston store.

Until Nearly Midnight.

To develop the social spirit throughout the store the heads of the different departments meet every fortnight to talk things over, and Mr. Preston states that it is surprising the number of good ideas which are brought forward. Recently one of these conferences lasted until midnight and no one seemed to want to break it up.

Close and Careful Buying.

Another feature of the business which has careful attention is the buying. Mr. Preston expresses his belief that the tendency of nine out of ten buyers is to buy too much; that better discrimination would result in better satisfaction and less slack ends to be sacrificed.

The company has a special merchandising system by which every month a statement of each department is prepared for the buyer and his power of buying is in relation to the turnover and the stock on hand in the department, and also has a bearing upon the profits, the discounts, mark-downs, etc.

The firm also has a special system of keeping track of stocks and expenses, the whole being carefully worked out on a table for each department which is charged with a proportionate share of all the expenses of the store. Then for the buyers there are triplicate order sheets so that a record can be kept of what is on order at all times. Recently great improvements have been made in the store systems, an expert having been brought over from New York for the purpose. This was done at great expense, and such enterprise speaks much for the progressiveness of the firm. Every night the management is able to tell what stock there is in the store in addition to the day's business, profits, etc., and a certain amount is set aside monthly as a stock guarantee to cover incidental losses.

A 5, 10 and 15c Department.

It is only a few months ago that the 5, 10 and 15c department was opened in this store, and so close a tab is the management able to keep on it that success is already promised; it was because another department was not successful that the new venture was made. The department carries almost everything that could be expected to be found in such stores, and nothing is sold over 25c. The stock carried is about $10,000, and the lines are for the most part staples that will stand a mark-up of about 33 1-3 per cent.; less loss is found from short ends of stocks.

One idea for opening the new department was that there was no store of the kind in town, and it has been found to be a good drawing card for the establishment in general; goods are attractively displayed and there is a separate entrance permitting of ready access. Four clerks are employed and three small cash registers have been installed. The idea was not to connect the department with the store cash system owing to the number of small cash sales and the desirability of making ready change. This section pays its full share of delivery expenses, rent, fuel, light, etc.

The Playfair, Preston Company have an independent delivery system of their own, using three wagons, and the expense is proportionately divided between the different departments.

At the Weekly Conference

This Discussion Takes Up Condensed, Evaporated and Homogenized Milks, Showing Their Differences and Bringing Out the Selling Points of Each.

(Conference No. 2.)

WHEN the staff of Henry Lawrence assembled on the following Monday after an exceedly successful week in selling canned salmon, sardines, and other lines of fish, enthusiasm for similar work was displayed in every face. Some of the clerks were just beginning to realize the powers they possessed as creators of appetites and demand. Their hitherto latent abilities as salesmen were beginning to sprout. Their employer had on Saturday night expressed appreciation of the results of their co-operation, and had hinted that he would not be the only one to reap the benefits.

These things combined had given them a new lease of life, so that they were prepared on this occasion to enter even more ambitiously into the game of creating demand than on the occasion of the first conference.

Suggestions Were Many.

Lawrence reviewed briefly the success of the previous week, thanked the boys for the spirit of co-operation they had displayed and referred to the absence of petty jealousies; and when he asked for suggestions for the coming week's work, every member of the staff was prepared with a feature article and a plan of compaign.

Eventually canned, evaporated and homogenized milks were agreed upon.

"These are goods," remarked Frank Hastings, the head clerk, "that many of our customers do not know sufficient about, and if we can only get the people started we are going to increase our sales, not only this week, but in the future. At the same time not many grocers feature this line to any extent, so that we have an opportunity of creating somewhat of an individuality for the store."

"We shall have, too, a bigger trade in these milks with customers who go to their cottages at the lakes," said another clerk. "I think we should endeavor to push sales by the dozen, and where families are large, by the case."

"It seems to me that a good strong advertisement in our newspaper space would help along in that line," was an additional contribution to the discussion from a third clerk. "A catchy heading would surely attract the eye of every prospective summer cottager."

Pepper, the window display artist, was again strong for a selling trim and promised to do his best. Show cards were also mentioned as an assistant.

Talking Points Drawn Out.

"Now, what about the selling points of the milk itself?" asked Lawrence. "How are the various milks made, what are the differences, and what superior qualities have they over ordinary milk? It will be necessary for us all to be posted on these if a customer should inquire."

He put this direct question: "Now, what is condensed milk?" It transpired that the staff was not all familiar with its actual characteristics and he saw that these conferences would gradually broaden out into talks of a highly educational character.

One of the clerks replied: "Condensed milk is milk preserved by the addition of about 40 per cent. of sugar."

Further selling points were brought out as follows: The milk used is selected by the responsible manufacturers with the utmost care; the stables from which it comes are inspected regularly and there was no possibility of contamination through germs entering it; it could be used for tea, coffee, cocoa, chocolate, ice cream, puddings and all recipes calling for both sugar and milk; some brands are especially prepared for infant feeding and in some cases are excellent substitutes for mothers' milk.

Another strong selling assistant suggested was that it is not necessary to empty condensed milk from the can. Being exposed to the air will not seriously affect the quality as, owing to the sugar, it will easily candy or coat over the hole which effectually prevents the air from injuring the product.

It was surprising to the staff the information that resulted on condensed milk from this discussion.

"Evaporated milk," explained the proprietor himself, "is unsweetened, having all the advantages and requirements of fresh milk and none of the disadvantages. The same scrupulous

(Continued on page 38.)

Milk Problem of the Cottager Solved

Those who will soon be leaving for their summer home have to consider the summer's supply of milk. Ever try condensed, evaporated or homogenized milk? If not, you will find it worth your while to call in this week and let us tell you about their merits. There is a milk for every purpose—for tea, coffee, fresh fruits and breakfast foods: for whipping as cream, for the baby, for baking and for all general household purposes—and all put up under most ideal circumstances. Take a dozen or a case with you.

HOMOGENIZED MILK in bottles may be used for all general household purposes, infants and invalids, —— Brand, per doz. $2.40

EVAPORATED MILK (unsweetened) for whipping purposes as well as for tea and coffee and baking, per doz. small tins, ——— Brand.. .72

CONDENSED MILK (sweetened) for tea, coffee, etc., and recipes requiring milk and sugar, per doz., tins, —— Brand....$2.60

You will find our clerks courteous and obliging. They will be glad to answer all questions.

19 Water St. Jas. Smart & Co. Phone 84

A newspaper advertising suggestion for selling condensed milk, etc.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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PUBLISHED EVERY FRIDAY.

TORONTO, JUNE 5, 1914

WHY SUGAR ADVANCED.

FOR THE PAST THREE weeks all eyes in the trade, both wholesale and retail, have been centred on the sugar market, where, following a weak situation with the lowest prices in eight years, remarkable strength developed; within a period of two weeks, three advances in prices were made in Eastern Canada and two in the West by Canadian refiners. The advances were attended by strong buying, indicating that although the advances did not come without warning, stocks held by retailers had been comparatively small in sympathy with business conditions in general.

The Canadian market followed so closely the action of the New York refiners that the connection between the two markets is strongly emphasized. The first increase was made before Europe had felt the influence of New York, but when the statement is made that over 222,000 tons of the Cuban product has gone to European or other foreign markets, it will be seen that cane products have a general influence on the world market. Latterly the situation in Europe has become very firm in sympathy with conditions this side of the water.

Compared with the conditions existing in the sugar market a year ago there is a remarkable contrast. During the months of May and June, 1913, the situation was very quiet and there was no strength indicated until about midsummer; prices were 11c under the present quotation and 19c above the recent low figures.

The strength in the Cuban situation followed a period of depression caused largely by figures indicating a big increase in the visible supply. With money generally tight the grinders pushed work ahead, with the result that the raw products were quickly exhausted, and with the centrals closing down, and with stocks decreasing there was an opportunity for the bulls, which they were not slow to grasp; with the prices rising the rainy season commenced in Cuba, providing a further factor to aid the bulls.

Despite the several increases which have followed close on the heels of each other, the market has showed steady strength on the up-grade and the outlook is for a continuance of the present prices, while in some quarters further increases are looked for. It is claimed that the last two increases in Canada have not followed the increases in New York, but have been coincident with them; that is that they were announced in Montreal just as further increases took place in New York, and that the latter market at the present time is comparatively strong from the Canadian standpoint.

NO HOPE FOR NIAGARA PEACHES.

NOTHING HAS OCCURRED from a week ago to indicate any change in the outlook for the fruit crops of the Niagara Peninsula as published in last week's issue. A letter from Grimsby, Ont., this week bears out our last review. It is as follows:

> "The rumors received relative to the failure of the peach crop are entirely correct. We doubt very much if there will be a five per cent. crop in the Niagara Peninsula, and such a failure is not recalled by the oldest fruit grower in the district.
>
> "The outlook for all other varieties of fruit, such as apples, cherries, raspberries, plums, etc., promises to be very good."

As pointed out in last issue, the peach crop failure has had the effect of firming up prices of canned and bottled fruits.

THE PROBLEM OF CREDITS.

THERE IS NO GREATER problem in the retail store of to-day than that of limiting credit extension to honest people who will make every endeavor to meet their obligations. If we could but secure statistics from every grocer in Canada on the amount of money lost annually in bad debts, it would be astounding.

Canadian Grocer has for many years advised a system whereby the merchant could with a certain degree of safety reduce his credit losses almost to nothing. This is the placing of a time limit as well as a credit limit on every new credit applicant about which there is the least doubt.

In the article in this issue on Credit Extension, there is much food for thought. It includes the methods of a number of Canadian grocers on the problem of keeping credits within bounds. Hard-headed business men tell by what means they thwart the scheming "dead-beat" who thinks the world owes him a living and particularly the grocer. The keynote throughout this article is that one of the most effective systems for getting the better of

credits is limiting the customer to a certain time and to a specified amount. By doing this and by insisting without condition that the customer carry out his end of the bargain and meet his bills promptly, losses are going to be few and far between.

As one merchant says, a man (on salary) who cannot meet a payment one month will not likely be able to meet it the next when it is twice as large.

CHAIN STORE FIRM FAILS.

ANOTHER NEW DISTRIBUTION method has failed. This time it is a Halifax, N.S. concern which attempted to combine a wholesale, a retail business and build up a line of chain stores.

The Canada Food Co., of Halifax, now in the hands of a liquidator, had a very short career. It is not more than a year since the organization of the company was announced in these columns and a couple of weeks since the liquidator was appointed by the court to take charge of its affairs and wind up the concern. The idea of the promoters was to build up a chain of a dozen or more retail grocery stores in different parts of Nova Scotia with wholesale establishments at Halifax and Amherst. The two wholesale houses were going concerns and there was a retail store in the town of Canning. The other retail stores had to be created after the formation of the company whereas they should have been in sight before the prospectus was launched. The branches never were obtained except one store in Windsor and another in Dartmouth, neither of which were able to make any money.

The whole enterprise has been a complete failure, and some people have lost a good deal of money. The public did not to any extent subscribe to the stock when the offering was made and men who had done the underwriting, so far as this was completed, had to take their subscriptions "firm." Not only is the company being wound up by Sheriff James Hall, whom the court named as liquidator, but there are law suits between one or more of the directors and the brokers who put the offering on the market and acted as promoters.

VACATION DAYS.

THOUGHTS ARE USUALLY turned to the question of summer holidays when the hot weather is ushered in. Now is the time for the merchant, and particularly the one with a large staff, to arrange for the allotment of vacations. Certain members of the staff cannot get away together, and the proprietor himself must be on hand when certain other members are absent. This makes a problem which requires no little attention and should be given consideration early in the hot season.

There are too a great many merchants who have got the impression that the store cannot get along without them. This nine times out of ten is usually erroneous. A vacation once in a while is a tonic which every man should have. He may not think he needs it at the time, but there will come a time when he will feel the benefit of it. Some men work from daylight until dark, year after year, without so much as a day's holiday with the exception of Sundays. These men should remember that life on this earth is short and that they will be a long time dead.

But when a vacation has been decided upon, the important question is where shall it be and what its nature? There are some people who on their vacation do not have any at all. They go in for strenuous exercises which do not give the tired body a rest, and when the holiday is over they are ready for another. This is a great mistake. Far better not go away at all than come back more tired than when you left.

THE SITUATION IN BUTTER.

THE MARKET QUOTATIONS for butter are, in round figures, three cents under what they were at this time a year ago; there is considerable speculation as to what the future will bring forth in relation to the market. In the trade the expressed conviction is that butter is to remain on a comparatively low level this summer, and to back up this contention the commission men point to the world situation, particularly in the United States, where last year the dealers in butter who collected big stocks lost very heavily and some of these dealers still have big supplies of last season's butter on hand which they will be trying to work off.

In relation to the situation Canadian Grocer is able to quote from communications recently received, one from San Francisco and the other from Hamburg, Germany. The former states that importers have sustained very heavy losses in the United States and it points out that latest advices from London report an exceedingly dull and depressed butter market and as a consequence some heavy losses are being made by the importers, especially on importations from distant countries. From the Hamburg letter we quote: "The weather has been very favorable to butter all along, and this article is being retailed in the stores at a very little over 1s per lb., a price which has not been known for the commodity for years past."

From these reports it will be seen that the situation does not tend towards higher prices, for there is evidently no very good prospect for exporting to England. Usually at this season of the year, with the improvements in the quality of butter, the market gets firm and the packers have a better demand on account of the export trade. This year the outlook is that if there is to be an export trade it will be rather with the United States than with countries over the water. American markets are being watched closely, particularly by the dealers at Montreal.

EDITORIAL NOTES.

ARE YOU GETTING a profit on sugar since the advances?

* * *

WHEN SUGAR MOVED it went up in leaps and bounds —30 cents in two weeks.

* * *

ANOTHER NEW-FANGLED food distribution system has gone to the wall in Nova Scotia. Next!

* * *

THERE ARE MANY lines of provisions reasonable in price which grocers should feature during the summer months.

* * *

NOW THAT THERE is an election billed for Ontario, the present would be an opportune time to get the support of candidates on garnishee reform.

* * *

THE LOSS OF THE Empress of Ireland with a thousand people is another of those distressing calamities which seem inevitable from time to time.

* * *

A SPLENDID EXAMPLE of aggressiveness comes from the town of Portage du Fort, Que., where a recent fire almost wiped out the entire place. Already those merchants who sustained losses through the work of the flames have opened in temporary premises and are rebuilding as rapidly as possible.

Planning the Work and Working Out Plan

Methods Adopted for Keeping Track of Monthly Expenses and Quantity of Stock—Maintaining Stock Within Certain Limits—Letter From Young Man With $1,300 to Invest.

By Henry Johnson, Jr.

A friend wrote me some stuff which he did not wish me to use for fear his identity might be divulged. I certainly want to respect his confidence and protect him; yet I also want to use his stuff, for it is good. So I shall turn it around a bit and I believe none will recognize him. What he writes shows that he constanly digs into the whys and wherefores of his business. Note this:

> I forgot to tell you about my cost system. I have a card with the articles that go into expense down the side and at the top the different months so can foot up at the bottom the expense of each month and can tell how each month compares both as to total and each separate item.

I should like to see that card. At the same time, I should like to know whether all this work is done by the grocer himself for it seems to involve a lot of detail. Again:

> Also keep a merchandise account and add to invoice (inventory) taken, take my gross sales for month and deduct estimated make-up and by deducting that amount from invoice and purchases during month gives me pretty good estimate of amount of goods on hand. You will notice my stock keeps about the same all the time and I think my system helps me keep it down.

Of course, with a stock of only about $1,300, this may not be too much detail for one man to handle; but, unless the business is big enough to divide the labor among several, I can think of no way to handle $6,000 or $7,000 stock in this way without the work becoming too burdensome.

Keeping Down Stock.

In a small town with limited demands for variety the stock may readily be kept within set bounds. With us, there is constant change. New things are coming up and coming in; and other things are going out. It has always seemed to be the only practical thing for me to fight stock; keep the amount down; work against any increase all the time. In a practical way, I accomplish the same thing, for my stock does not vary more than $1,500 one time with another throughout the year. At inventory time I have found about $7,000 on hand every year for upwards of a dozen years. Only once during the past 15 years have I found as much as $8,000; and then I was so disgusted that I put the screws on to everything, so that within the year, I was down to $6,000 again.

Here is another piece of analysis—figures changed for disguise:

> Others here are getting 4c on butter while I get a little better than 4½c. I get an average of 3c more profit on cheese. I endeavor to and succeed in selling sugar in lots of $1 and under and have made a good margin, considering the article.

This shows very careful attention to the important item of getting a margin sufficient to pay expenses and leave a profit.

I wish I might tell about his building; but I fear that here I might "give him away" so refrain. I can only say that here as elsewhere, he has planned with great care and seemingly good judgment.

I think that if this correspondent will now take up the task of systematic savings, putting aside a given sum each and every month without failing in any one month for any reason or no reason, he will have hit the bull's eye. I should not be so insistent on this point did I not know it to be right; but I do know that it is the right system, and so feel that I cannot urge it too strongly.

A Successful Canadian.

Here is an interesting letter from a man who has made good:

Mr. H. Johnson, Jr.

> Dear Sir,—I read your interesting articles every week in Canadian Grocer and would like your views re opening up in Canada as grocer, etc. I have had a good experience and have conducted as manager several businesses and been successful, but I am desirous of having a business of my own. My available capital is limited to $1,300, that is, I mean hard cash which I can get at—other funds are invested and cannot be touched for some time. What amount of business do you think could be handled with so small a capital? Do you think it possible to buy a grocery and general store already established or would it be better to find suitable locality and try to build up a business? My experience is English and Eastern Canadian. I am a practical accountant, window trimmer and live salesman and have confidence in my ability to succeed if I can locate right. Experience, 22 years; buyer and manager, 9 years.
>
> Yours very truly,
>
> ———.

It is easy to answer such a letter by "glittering generalities." It is difficult to say anything that is apt to be really helpful because the unexpected and unforeseen is what happens generally. For example: $1,300 put into a new store in a small town would make a good showing. In a big city it would make very little impression, yet the buying power in the city would be much greater than in the small town.

In the big city it is not unusual for stock to be turned 15 times or more. In the town of moderate size, 10 times is very good. In the small town, or one remote from supplies, a general merchandise stock which is turned four times is taken to be well handled.

Get An Established Business.

Again, $1,300 put into an absolutely new venture is limited to itself alone, plus only such credit as a new merchant can command. My correspondent could undoubtedly command a good line on his record; but he would do much better, in the matter

Continued on page 38.

Centres with Weekly Half Holidays or Otherwise

List of Ontario Towns and Cities Showing Whether Merchants Have or Have Not Half Day Off in Week During Summer Months —A Few Close Year Round—Of Interest to Traveler, Too.

EACH year this paper publishes a list of Ontario towns and cities where weekly half holidays are or are not observed. Each year the list where they are observed grows, demonstrating that the question of rest and recreation is one of importance. Below will be found a large number of centres represented; if any towns where a half-holiday is held have been omitted, Canadian Grocer would be obliged to hear from subscribers in them:—

AURORA—Wednesday afternoon in June, July and August.

AYLMER—Wednesday afternoon in June, July and August.

ALMONTE—No half holiday.

AYR—No decision reached yet. Grocers and dry goods merchants considering it.

ARNPRIOR—Merchants do not close here.

BELLEVILLE—Half holiday Wednesday generally, during July and August.

BRADFORD.—Thursday, June, July and August.

BROCKVILLE.—Not yet announced, but will likely close Wednesday afternoons in July and August.

BOTHWELL.—Wednesday afternoon from May to end of September at 12 o'clock.

BURFORD. — Wednesday afternoon June, July and August.

BLIND RIVER.—No half holiday.

BYNG INLET.—No half holiday.

BOBCAYGEON.—No half holiday.

BLENHEIM.—Wednesday afternoon, from June 17 to Sept 15.

BRACEBRIDGE.—No half holiday.

BEAVERTON.—No half holiday.

BURLINGTON.—No half holiday.

BRAMPTON.—No half holiday.

BURK'S FALLS.—No decision arrived at yet.

BERLIN.—Wednesday afternoon in July and August.

BRUSSELS.—No half holiday.

BOWMANVILLE.—Wednesday afternoon—June, July and August.

BEAMSVILLE.—No half holiday.

CACHE BAY.—No half holiday.

CANNINGTON.—No decision yet.

CREEMORE.—Talked of, but no decision.

COBOURG.—Butchers only close here for half holiday.

COBALT.—No half holiday.

CALEDONIA. — Half holiday on Thursday from 1 p.m. in June, July and August.

A HELP TO THE TRAVELER.

Travelers will find in this list of weekly half holidays in Ontario information that will be of service to them in arranging their trips. It will be noted that there are no half holidays outside of Wednesday and Thursday, with the former a favorite.

CLINTON.—No half holiday.

COMBER.—Thursday afternoon, beginning June 18.

COCHRANE.—No weekly half holiday.

CHATHAM. — Thursday afternoons during summer months.

CHESLEY.—No half holiday.

CAYUGA.—No half holiday.

DESERONTO. — Wednesday afternoons during July and August.

DUNDAS. — Wednesday afternoon, from May to September.

DRUMBO.—No half holiday.

DUNNVILLE.—Wednesday half holiday from June 17 to Sept. 16. ,

DUTTON.—No half holiday.

ENGLEHART.—No half holiday.

ESSEX.—Thursday afternoon from June to first Thursday in September.

ELMIRA.—No half holiday.

ELORA.—Wednesday afternoon during summer months.

FERGUS.—Wednesday at 12 o'clock during June, July and August.

FINGAL.—No half holiday.

FORD CITY.—Thursday afternoons at 1 o'clock during May, June, July, August and September.

FORT ERIE.—No half holiday.

FRANKFORD.—No half holiday.

GALT.—Thursday afternoons in July and August.

GANANOQUE. — Wednesday afternoon at 12 o'clock during June, July and August.

GODERICH.—Majority close Wednesday afternoons, July and August.

GUELPH.—Close Thursday afternoon during July and August.

GEORGETOWN.—No half holiday.

HAGERSVILLE. — Thursday afternoons in June, July, August and September.

HAMILTON.—Wednesday afternoons during summer months.

HAILEYBURY.—No half holiday.

HASTINGS.—Wednesday afternoon, July and August.

HESPELER.—Wednesday afternoons from May to August.

IROQUOIS.—No half holiday.

KEEWATIN. — No decision yet arrived at. Last year closed Wednesday afternoons in July and August.

KENORA.—Not yet decided on. Wednesday afternoon last year, but this year some want it on Thursday.

KINGSTON.—No general half holiday; some close Wednesday afternoon.

KINGSVILLE.—Thursday afternoon from May 1 to Sept. 30.

KINMOUNT.—No half holiday.

KINCARDINE.—No half holiday.

LAKEFIELD.—Wednesday afternoon July and August, at 12 o'clock.

LONDON. — Wednerday afternoon, May to September.

L'ORIGINAL.—No holiday, early closing twice a week.

MEAFORD.—Stores close Thursday afternoon during June, July and August.

MERRITON.—Wednesday afternoon; June, July and August.

MERLIN.—Friday afternoon, June, July and August.

NIAGARA-ON-THE-LAKE. — Wednesday afternoon; July and August.

NIAGARA FALLS.—Nothing decided yet.

NORWICH.—Has not been discussed.

ORANGEVILLE.—Wednesday afternoon, July and August.

OSHAWA.—Thursday afternoon from June to September.

ORONO.—No holiday, but closes early every other night.

OTTAWA.—No holiday.

PICTON.—Thursday afternoon, June, July and August.

PETERBOROUGH.—Thursday afternoon in summer months.

PLATTSVILLE.—No holiday.

PORT ARTHUR.—No action yet; to be expected later.

PORT DALHOUSIE.—No holiday.

PORT DOVER.—No holiday.

PORT ELGIN.—Thursday afternoon, June, July and August. Close six o'clock year round; ten thirty preceding holidays.

PORT ROWAN. — Thursday afternoon; July and August.

PORT STANLEY.—No holiday on account of tourists.

PRESCOTT.—No holiday except barbers on Wednesday afternoon; June, July and August.

RENFREW.—No holiday.

RICHMOND HILL.—Wednesday afternoon, July and August.

RIPLEY.—No holiday.

ROCKLAND.—No holiday. Close at 6 p.m. Tuesdays and Fridays, according to city by-law.

ST. CATHARINES.—Coy Bros., A. W. Moore, Watts & Bate, Ltd., hardware dealers, Wednesday afternoon, June, July and August.

ST. MARY'S.—Wednesday afternoon, July and August.

ST. THOMAS.—Wednesday afternoon, July and August. Grocers and butchers in May and June also.

SARNIA.—No holiday and no action contemplated.

SCHOMBERG.—No holiday.

SIMCOE.—Thursday afternoon; June, July and August.

SOUTH PORCUPINE. — No holiday. 6.30 p.m. Wednesday and Friday, except on 10th or 15th of month, or preceding a holiday.

STAYNER.—No holiday; close at 6 p.m. except on Saturday.

STIRLING.—Wednesday afternoon; July and August.

STOUFFVILLE.—No holiday. Close at 6.30 p.m. Monday, Wednesday and Friday.

STRATFORD.—No holiday.

STRATHROY.—Action contemplated.

STREETSVILLE.—No holiday.

SUDBURY.—No holiday. All stores close not later than 7 p.m.

TILLSONBURG. — Wednesday afternoon, June, July and August.

TAMWORTH. — Wednesday afternoon, July and August.

TAVISTOCK.—No holiday.

WARKWORTH.—Wednesday afternoon, June, July and August.

WATERFORD.—Thursday afternoon, June, July and August.

WATERLOO.—Action contemplated, but depends upon action in Berlin. If anything is done, holiday will fall on Wednesday for summer months.

WESTON.—Close Wednesday afternoon during summer months.

WINGHAM.—Close Wednesday afternoons in July and August.

WEST LORNE.—No holiday, close at 7 p.m. Friday evenings.

WEST TORONTO.—Wednesday afternoon the year round, as a general rule.

WINDSOR.—Grocers and butchers close Thursday afternoon the year round.

WOODSTOCK.—No half holiday.

PLANNING THE WORK AND WORK-OUT THE PLAN.

(Continued from page 36.)

of command of resources, it seems to me, to buy out an established business. In this latter case, the seller might be glad to accept partial payment, with favorable terms to the buyer, so that that $1,300 might readily have the potential effectiveness of nearly $3,500, possibly more.

I know this correspondent pretty well; know that he is capable and that his record is fine. It is a great advantage for anybody to deal with a man who has made good; who is a success, so far in his career; who is working steadily upward along lines that are strictly advanced; who is young and ambitious to make the best of an unusually bright set of faculties.

SYMPOSIUM OF METHODS ON CREDIT EXTENSION.

(Continued from page 30.)

combined with the references he has from his former dealer.

• • •

MUST ACCEPT TERMS.

By C. R. Simard, Quebec, Que.

Our terms are thirty days, and all accounts must be paid during the few days following the last day of the month. If a credit applicant does not agree to these rules, we refuse him time. Every applicant, too, must tell us with what firm he is working, if he has any friends or relations who are now dealing with us, to whom we can apply for references. When a 'phone order is received from someone who has no account with us the goods are sent C.O.D. and must be paid for at the door, or they are brought back to the store.

• • •

PAST RECORD LOOKED UP.

By Lister & Embleton, McAdam Junction, N.B.

The name, with whom dealt last, reason for changing, and where working, are the questions we ask anyone requesting credit. As soon as this information has been secured, we tell him we will look up his record and let him know as soon as possible. When a person cannot tell a very clear story, when his past record is not satisfactory, or when his appearance is doubtful, we refuse time.

• • •

ALLOWS ONLY ONE WEEK.

By Ira E. D. Woodside, Margate, P.E.I.

I only give credit to new applicants on condition that they will pay inside of one week from date of purchase. I inform them that if they have not paid in the time mentioned they cannot have any more credit. This means that I am practically doing a cash business, and, therefore, I can buy and sell with better satisfaction to my customers and myself.

GROCERY CAT TO GO.

The Seattle, Wash., city council recently passed an ordinance which makes it a penalty for domestic animals to be allowed in a store where foodstuffs are sold. It is said that it is aimed particularly at the grocery store cat.

AT THE WEEKLY CONFERENCE.

(Continued from page 33.)

care is exercised in getting the milk to the factory. There it is reduced in a vacuum to a creamy consistency and preserved by sterilization only. That means that simply the water is extracted from the milk and nothing is added.

"Evaporated milk may be served as it is, either plain or whipped for coffee, tea, etc. It may also be diluted to suit the taste and used on fresh fruits, breakfast cereals, etc. Where recipes call for milk or cream only, it can be used, as it contains no suger."

Hastings had attended to the buying of homogenized milk. He pointed out this this was "simply fresh cows' milk with all impurities and dirt extracted by immaculate machinery. After being pasteurized it is put through the homogenized system. This means that through pressure the globules of cream or butterfat are broken into small pulverized particles. When put into the bottles and capped they are placed in a large sterilizer and heated to a degree sufficient to destroy all germ life. This milk is used for all household purposes."

Pasteurized and Sterilized.

"What is the difference between pasteurizing and sterilizing milk?" asked one of the junior clerks.

"Pasteurized milk," replied Hastings, "is milk that has been heated below the boiling point but to a sufficient temperature to kill all bacteria, and immediately cooled to about 50 deg. Fahrenheit or lower to retard the development of any remaining organisms, whereas sterilized milk is that which has been heated to the temperature of boiling water or higher and held at that point sufficiently long to kill all organisms present."

While there was possibly some information secured in this discussion which might not actually be utilized in selling, yet Henry Lawrence considered it a very profitable hour. He felt that the staff with this array of facts in their heads would be in a position, with the help of the window, the advertising and the display cards to dispose of considerable milk during the week. He meant, too, to see that the week's campaign was followd throughout the year; for he saw in these goods a splendid all-the-year-round line which was bound to become more popular with the consumer as it became still better known.

It was decided before the conference broke up that during the following week canned goods and potted goods (fruits, vegetables, potted meats, canned chicken, pork and beans, etc.), would be the feature line and each salesman was requested to think over ready-made suggestions for the third conference.

Moderate Priced Cooked Meats for Summer

Lines on Which the Dealer Can Save Housekeepers Money — Goods Prepared Under Best Conditions and Can be Recommended —A Good Line for Poorer People When the Hot Weather Demand Puts the Prices of Hams Up.

Seventh Article of Series on Handling Provisions.

WITH so much consideration being given to the household problem of the high cost of living, and with the season at hand when increases may be looked for in the prices of hams and bacon—largely for the reason that there are only two hams on a hog—the grocer who is handling provisions for the retail trade can well afford to give consideration to some of the less expensive meats. In the hot season the popular demand in the provision department would almost lead to the belief that the pubic had an idea that the ham grew on a tree—the fact that it grows on a hog and that there are other parts of the animal which are just about as good to eat seems to be generally overlooked.

Under the modern methods prevailing in the packing house the ham receives scarcely more careful treatment than the other portions of the carcass. For the family wishing to cut down the meat bill there are shoulders, jellied meats, cooked specialties, etc., which can be sold by the grocer for ten cents a pound and upwards, less than the ham, and will leave just as good a spread in the prices for profits.

The grocer who is handling provisions could spend a couple of profitable hours in the modern packing plant; he would learn much technically of the business as a whole, and a great deal directly related to his own trade—and if he could take his customers with him it is safe to say that there would be a greater demand for many of the wholesome, tasty lines which are offered for the hot days of the summer season. There seems to be an impression more or less general—caused, no doubt, largely by such works as "The Jungle" and the rather heavily "scented" atmosphere which generally is noticed in the stock yards section—that the packing plant is—well, altogether what it is not.

Modern business demands modern methods; this applies just as much to the packing plant as to the automobile factory. With the popular demand for pure foods, sanitary appliances and equipment, government inspection and other safeguards for the health of the general public, the packing plant has become an institution where meats are prepared for the public consumption under conditions of cleanliness as perfect as modern science and invention permits. If the grocer could visit one of these modern plants, he would not only learn much about what he is selling, but he could press his lines with considerably more conviction.

COOKED MEATS
vs.
HIGH COST OF LIVING.

Here are some of the lines which can be sold at from ten to fifteen cents a pound under the price of cooked ham, and which can be recommended for the summer season:

Baked Luncheon Loaf
Minced Luncheon Loaf
Bologna
Cooked Specialty
Jellied Pork Hocks
Jellied Beef
Head Cheese
Polish Sausages
Frankfurts
Pickled Meats

From the time the "meat" enters the plant (on its feet) until it leaves, shipped with modern sanitary wrappings, every possible care is taken to prevent anything like contamination. Special systems of ventilation keep the air constantly changing; special refrigeration with ice-making machinery maintains a cool and even temperature, and constant flushing of the departments where ever necessary keeps the floors clean and sanitary.

Seeing "Cooked Dishes" Made.

A representative of Canadian Grocer recently visited one of the big Canadian plants and specially investigated the conditions under which lines which might be called compounds are manufactured. He was met with every courtesy and shown through every department of the big plant. Any person interested in the production of these meats will meet with the same consideration by any of the big concerns, for the manufacturers appreciate the advantage of having the retailers fully acquainted with the lines he is selling.

In the cutting room, where two or three hundred carcasses can be handled per hour, a constant procession of sides are being carried to the cutting block, where a man with an immense cleaver makes the necessary cuts with a few quick strokes. Here the different cuts are classified, and those portions which are not useful for curing or pickling either go to the department where the cooked dishes are prepared or to the rendering vats for lard.

Cleanliness and Purity.

The head of the cooked meats department showed samples of the different lines manufactured, and gave the representative of Canadian Grocer a chance to sample each, stock goods being cut right in the room where they are manufactured. Throughout, every possible precaution is taken to preserve cleanly conditions, and there was nothing seen that would give reason for any thought that the goods were not as good as prepared in the private kitchen.

Among the lines shown in this department were head cheese, jellied beef, jellied hocks, and jellied tongue, a "cooked specialty" which is known by that name, baked and minced luncheon loafs, bologna, and different brands of summer sausage, etc.

The same conditions which were to be found in the department for cooked meats prevailed throughout the establishment—in the curing department, where there are hundreds of thousands of hams and sides of bacon undergoing the 60 to 90 day treatment in the boiling department, where the cured hams are being boned; in the lard department, where the rendering was being carried on; and, in fact, from top to bottom of the big warehouse. The policy of the modern packer is that everything must be clean, that everything must be in its place, and that every employee shall keep these essentials in view.

ANOTHER U.S. FIRM FOR CANADA.

W. K. Kellogg Cereal Co., Battle Creek Mich., have opened sales offices at 32 Church street, Toronto, in charge of W. J. Baker, of Lindsay, Ont. This firm is putting on the market in Canada toasted wheat flakes, toasted wheat biscuit, toasted crumples, and a cereal drink. They will establish a manufacturing plant either in Toronto or Kingston. This company should not be confused with the Kellogg Toasted Corn Flake Co., of London, Ont, which is an entirely distinct concern.

ASSOCIATION NEWS

TALK FROM A U.S. GROCER.

London, Ont, June 4.—(Special.).—The regular monthly meeting of the Retail Grocers' Association was held on Friday last, and was well attended. It was President Palmer's inaugural meeting. Mr. Palmer intends to take up a lot of business during the coming year, judging from his outline at this meeting. Thomas Shaw reported for the committee that waited on one of the local manufacturers in regard to short weights. It was also decided to accept the invitation of the D. S. Perrin Co. to visit their factory in a body on Wednesday afternoon.

John Powell, a grocer from Minneapolis, U.S.A., gave a most instructive and entertaining talk to the London grocers. Mr. Powell said Minneapolis had done wonders since the Grocers' Association was organized there. They were all making money where previously they were giving sugar, flour, and many other lines away at cost price. There was only one failure there in five years. He said they have the finest credit rating system in the United States. They have 500,000 names on file in the office, and in ten minutes the young lady in charge can tell how each person pays his accounts, whether they are good, slow or bad pay. They have as many as 250 grocers at a meeting, and make $1,500 to $2,000 out of their annual picnic. They have a permanent secretary that devotes all his attention to the work. They accomplish all this by working in conjunction with the jobber and manufacturer.

He claimed for years the millers of that city guaranteed the pay of the secretary and gave him every assistance. The local grocers were sorry when Mr. Powell had finished. He was tendered a vote of thanks. He was in Canada for the first time visiting his cousin, Geo. Finnegan, a West London grocer. The new secretary, Harry Harley, was on the job for the first time. He looks good.

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WANT BUSINESS TAX ABOLISHED.

Winnipeg, June 4.—(Special).—The business tax was the chief subject discussed at the last meeting of the Winnipeg branch of the Retail Merchants' Association. J. A. Banfield presided.

Alex. Munro, in describing the present system of business tax as iniquitous, stated that six rental agents controlled about three-fourths of the rental properties in Winnipeg. He declared that it was outrageous that their business tax should be thus automatically increased whenever these rental agents decided to increase their rents. Mr. Munro contended that the business premises of retail merchants should be assessed from the city hall according to the assessment value of the property, and not at the whim of any rental agent.

Ald. Milton expressed his approval of the lines on which the association was working to get the present inequalities remedied. He declared that the Board of Control, while in sympathy with the retail merchants, must be assured of their backing, and he urged every merchant to affiliate with the association and thus augment its strength. Ald. Milton deprecated delay and reminded the members that the assessment commissioner was now busily engaged in preparing the assessment list for next year.

J. A. Banfield, in winding up the debate expressed his intention of taking definite action in the matter, and intimated that the business tax committee would have a definite proposal to submit at the next meeting.

There was a marked divergence of opinion on the advisability of indorsing a weekly half-holiday for the retail trade, those taking part being chiefly grocers, butchers, or bakers. Some members declared that a weekly half-holiday was impracticable without a compulsory city by-law, while certain members expressed their intention of giving their assistants a half-holiday in turns. Other merchants preferred to give their employees a full week's holiday during the year instead of sundry half days during the summer months. It was also pointed out that civic holidays which did not coincide with the weekly half-holiday caused confusion among the public. Finally, a committee, composed of W. J. Sutherland, W. R. Milton and A. Gronbach, was appointed to consider the matter and report at the next meeting.

C. F. Rannard was elected treasurer.

MIDDLESEX MERCHANTS MEET.

Lambeth, Ont., June 4.—(Special).—A large and enthusiastic meeting of the merchants of West Middlesex, Ont., was held at the residence of J. A. Kelley, Lambeth, president of the association, on Wednesday evening, May 27. An invitation was sent to some of the London grocers to give them some suggestions; also to enjoy the hospitality of President Kelley. A. W. Palmer, president of the London Association, was asked to take the chair, and Ed. Bond, of Mount Brydges, was named as secretary. The principal business before the meeting was Wednesday afternoon closing during the summer months. After a long and warm debate, it was carried unanimously to close on Wednesday afternoons during June, July and August at one o'clock p.m., and close on Wednesdays for the balance of the year at five o'clock p.m. Mr. Palmer gave a very instructive and timely talk to the village merchants, warning them to weigh and check everything coming into stock, as London grocers recently found some glaring mistakes on the part of a manufacturer.

Gordon Drake spoke on early closing. He claimed the seven o'clock by-law convinced him and his fellow-grocers on the Hamilton Road that they could close their places of business five nights a week without any loss, where formerly they were open till nine or ten o'clock every night. Speeches were made by nearly all the merchants present. Mr. Kelley thanked them for coming to the meeting and voiced the sentiments of all present when he remarked where such good fellowship exists nothing but good can come from it.

After the meeting, Mr. and Mrs. Kelley served a nice buffet luncheon, which was much enjoyed. Those present were: J. A. Kelley, Wm. Earle and Geo. E. Carley, Lambeth; H. Johnston, Chas. Johnston, F. Owen and N. Bodkin, Delaware; C. Steer, Ed. Bond, M. Drynan and H. Snellgrove, Mount Brydges; Chas. Foster and David Mathews, Komoka; W. F. Wallace, Christina.

Those from London were: A. W. Palmer, G. B. Drake, J. A. McFarlane, J. Fairburn, Wm. Dalgleish, Dan Carter, and E. J. Ryan. The two last named sang a couple of selections, which were enjoyed. Messrs. Wolf and Ellwood gave several musical selections. The meeting closed with singing "God Save the King."

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

A. P. Tippet of A. P. Tippet & Co., Montreal, has practically recovered from the illness which has kept him from business for a considerable time.

A new firm of manufacturers' agents has opened offices in Montreal under title of Stilwell, Taylor and Newbery, at 525 St. Paul Street R. S. Stilwell was until quite recently manager for Quebec province of Halbrooks, Limited; B. E. Newbery was connected in various ways with the wholesale trade for past eight years, just recently having severed his connection with John Duncan & Co., wholesale tea importers. F. P. Taylor has also had some connection with Montreal houses, being Canadian representative of T. & F. J. Taylor, Newport Pagnel, England, manufacturers of Taylors' prepared mustard. The firm is representing a number of English houses.

Ontario.

J. M. Wells, Port Elgin, Ont., has sold his grocery to W. Holtz.

Mrs. C. Moore has bought the grocery of J. J. Lynch, Hamilton, Ont.

Stanley & Co. are succeeding E. H. Breckenbridge, grocer, Ottawa, Ont.

J. A. Davies, Lindsay, Ont., has bought the grocery business of Mrs. J. H. Newton.

Geo. Shipworth, baker and grocer at Lanark, Ont., has been succeeded by W. Bate.

Attridge and Seppla have bought the general store of S. Garland, Fort William, Ont.

Mrs. J. K. Waddell has sold her grocery store at Owen Sound, Ont., to R. H. Henderson.

H. D. Goddard of Hamilton, Ont., will open about June 15 an office in Montreal as a manufacturers' agent.

Arthur Hill is opening a grocery store on Ross St., St. Thomas, Ont. He was formerly in business in Shedden.

J. R. Skinner & Son, West Lorne, Ont., who sustained a fire loss some time ago, have their store repaired again.

It is reported that Hamilton is to have two co-operative stores, one on East Barton St., and the other in West Hamilton.

John Powell, of Minneapolis, U.S.A., is visiting his cousin, Geo. Finnegan, grocer, West London, Ont. Mr. Powell was a delegate to the Retail Grocers' National Convention at Louisville, Ky. Mr. Powell has been 25 years in the retail grocery business in Minneapolis. He says that they have the best retail grocers' association on the continent there. This is his first visit to Canada.

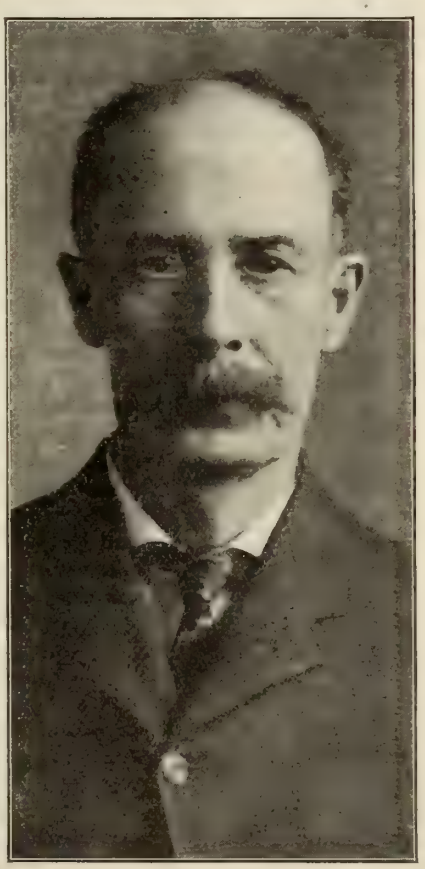
Peterborough, Ont., grocers are in favor of tags on farmers' baskets at the market containing their names. The council has already passed a by-law to this effect, but the farmers, or many of them, are objecting. The grocers, however, do not favor it being compulsory for farmers to weigh all fowl, as in accordance with the by-law. Although they believe in weighing fowl, they thought it might keep the people from the country out of the city.

Western Canada.

G. L. McNie, Regina, Sask., has opened a new store.

F. Leslie has sold his grocery to Beach & Co., Vancouver.

The H. & B. Grocery store have opened up in Saskatoon, Sask.



WM. J. CAMPBELL, Winnipeg, Man.,

A director of Campbell Bros. & Wilson, wholesale grocers, whose death was announced in last week's issue.

H. E. Manley has succeeded A. Mather in the general store at Asquith, Sask.

W. A. McKnight, grocer, Killarney, Man., has recently remodeled his store.

T. W. Morris has sold his grocery and butcher business in Winnipeg to E. Gilmore.

Several merchants of Belmont, Man., have decided on a half-holiday during June, July and August.

Stirling & Newlove have opened a grocery store in Humboldt, Sask. A soda water fountain will be installed.

D. S. Macdonald, youngest son of Alexander Macdonald, former wholesale grocer, of Winnipeg, died on Tuesday, May 26, after a brief illness, aged 23.

The Associated Boards of Trade of Western Canada will hold their next convention on Sept. 8, 9 and 10, in Fort William, Ont.

The merchants of Transcona, Man., have organized with the following officers:—President, Matt. Hall; vice-president, F. J. Lozo; treasurer, Mayor Watt; and secretary, J. L. Brown.

The executive committee consists of the following members:—C. Kovnats, chairman and H. Wilson, Alex. Gray, B. C. Higgins and Reg. Coulson.

R. R. Wilson, of Campbell Brothers & Wilson, Winnipeg, recently elected president of the Canadian Credit Men's Association, will attend the Canadian Wholesale Grocers' Guild Convention, June 29, at Montreal, in the Chambre de Commerce Building

The Canadian Credit Men's Association will hold their annual convention in the King Edward Hotel, Toronto, June 22 and 23. The delegates from Winnipeg will be R. R. Wilson and Henry Detchon, general manager. Later the delegates will go to Rochester to attend the national annual convention.

Shewan's, Brandon, Man., who have been operating a department store for years, recently decided to add a grocery department, to cater to the best class of trade. A space about 65 feet long and 66 feet broad has been set apart for this new department. E. W. Hibbard, an experienced grocer, of Redvers, Sask., has been appointed manager, and has already placed some of his opening orders. He first visited one of the principal Winnipeg grocery stores, there to see which lines were being carried in high-class stores.

Sugar Market Remains Firm on Recent Advances

Reports Would Indicate That Higher Prices May be Looked For —Visible Supply Shows Increase, but Not Sufficient to Outweigh the Greater Consumption—Business Appears to be Improving in the East, with Continued Quiet in Ontario and in the West, Where Hot, Dry Weather is Experienced.

Office of Publication, Toronto, June 4, 1914.

While from the East there are more favorable reports as to business conditions, it cannot be said that there has been any marked improvement in Toronto, and from the West there is the influence of dry, hot weather which is general on the prairies. Montreal has found conditions improved with the opening of navigation, and St. John finds better weather conditions a factor, but in the West, where the crop is behind two to three weeks, the influence of such weather as is now prevailing is likely to be serious. Under conditions which must be considered as adverse to a big business, the markets are maintaining strength and Winnipeg particularly finds prices tending to advance; in Ontario it is felt that with normal conditions there would be higher prices quoted on some commodities.

The sugar market has maintained strength under the increases and there seems to be a feeling for still higher prices, the situation in New York being strong and the increase in the visible supply being fully offset by the large consumption.

Western conditions have given strength to wheat, and flour might be expected to advance under normal conditions. As it is the high price of mill feeds is some consolation to the miller. Export offers have increased and are now on a basis that would have meant big business a few weeks ago, but in the face of the wheat market, prices have naturally stiffened. May corn closed very high and higher priced corn cereals may be expected.

The butter situation is interesting, and there will undoubtedly be an effort to establish export relations with the American market, but the spread will need to be better than at present to encourage a big volume of trade. Grass products are late and there has not been marked improvement in the quality as yet; first quality stuff is firm. Eggs are being graded in a wider compass, but first selects are firmer in price if anything.

Hams are firm and will soon advance. Hogs are finding a better market and higher prices may be looked for.

Potatoes are easier in Ontario, with new varieties more plentiful, although St. John reports a scarcity and higher prices. Toronto quotations are lower. Oregon fancy apples are in, and canteloupes are now to be had. Northern vegetables and fruits are advancing, and lower prices are in order—this is particularly noticeable in Montreal's vegetable market.

QUEBEC MARKETS.

Montreal, Que., June 4.—Business has been fairly good this week. An improvement has been noticeable right along since the opening of navigation, and though there may be some falling-off in volume of sales of the more expensive lines, staple lines have been in good demand all spring. Considerable trade is now being done with suburbanites, and suburban deliveries are a feature of the service in all the up-town stores. Week-end parties are also a source of profitable business, and some grocers are making a specialty of catering for this class of trade. Baskets and hampers containing an assortment of meats, canned goods, biscuits, bottled goods, etc., are featured by some of the dealers.

There have not been many changes of importance in prices this week. A slight decline in the price of canned chicken, a 5 per cent. reduction in some imported orange marmalades, a ¼c advance in raw sugar, and firmer prices on Ceylon teas are the features of interest.

SUGAR.—There has been little change in the sugar situation since last report. The market may be said to be firm, though not in as strong a position as a few days ago. There has been a fair amount of buying, and quite a number of dealers are apparently laying in a stock for small fruit preserving season, in belief that prices will not be any less for some time to come. Raw sugar, such as sold by retail trade, advanced ¼c a pound this week, and is now quoted at 3½ cents a pound for Barbadoes raw.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 45
20 lb. bags	4 55
2 and 5-lb. cartons	4 75
Second grade, in 100 lb. bags	4 30
Yellow Sugars—	
No. 3	4 40
No. 2	4 50
No. 1	4 10
Extra Ground Sugars—	
Barrels	4 85
50 lb. boxes	5 15
20 lb. boxes	5 25
Powdered Sugars—	
Barrels	4 85
50 lb. boxes	5 05
25 lb. boxes	5 05

Markets in Brief

QUEBEC MARKETS.

FISH AND OYSTERS—
- Trade active; shipments of halibut late.
- Gaspe salmon more plentiful.
- Haddock in good supply.

FRUITS AND VEGETABLES—
- California apples and cantaloupes on market.
- Strawberries more plentiful.
- Many lines of vegetables cheaper.

FLOUR AND CEREALS—
- Flour market strong, but no change in prices.
- No change in cereals or feeds.

PRODUCE AND PROVISIONS—
- Smoked meats in good demand.
- Butter market firmer; cheese steady.
- New laid eggs advance.

GENERAL GROCERIES—
- Sugar market unchanged.
- Decline in canned chicken.
- Advance in peanuts.
- Ceylon teas firmer.

ONTARIO MARKETS.

GENERAL GROCERIES—
- Sugar market firm.
- Evaporated apples scarce.
- Tapioca prices firmer.

PRODUCE AND PROVISIONS—
- Hams in demand and firmer.
- Greater variety of eggs.
- Butter and cheese easy.

FLOUR AND CEREALS—
- Flour market quiet.
- Mill feeds continue firm.
- Corn continues strong.

FRUITS AND VEGETABLES—
- Cantaloupes and apples now.
- Late Valencia oranges.
- Potatoes, old and new, easier.

MANITOBA MARKETS.

GENERAL GROCERIES—
- Good 3-lb. beans scarce.
- Rio coffee down ½c.
- Prunes up again.
- Apples going up.
- Sugar tending up.

FLOUR AND CEREALS—
- Flour, cereals and feed unchanged.

FRUIT AND VEGETABLES—
- Home-grown rhubarb and asparagus coming.
- New potatoes at $3 barrel.
- Lemons up half dollar.
- Ben Davis apples off market.

PRODUCE AND PROVISIONS—
- Egg market stiffer.
- New cheese in, selling cheap.
- Hams selling heavy.

Paris Lumps—	
100 lb. boxes	5 20
50 lb. boxes	5 40
25 lb. boxes	5 50
Crystal Diamonds—	
Barrels	5 25
100 lb. boxes	5 40
50 lb. boxes	5 50
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15

DRIED FRUITS.—Outside of raisins and currants, there is little demand in this market. Prunes are scarce, also figs. Quite a trade is being done in Malaga table raisins. These are used largely through the summer for luncheons, picnics, etc., and retailers might profitably keep a stock to the front and mention them to customers.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 12
Apricots	0 16	0 20

DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg.	....	0 06½
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 1[illegible]	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 100, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

TEAS.—Firmer prices are reported on Ceylon teas, both black and green. Medium grades have been advancing steadily by fractions, until now tea that has been selling at 18 cents is up to 20 cents. The consumption of Ceylons has now reached the point where it is as large as the production, and there seems little likelihood of lower prices again. It is now stated that Japans will not be any higher this year than last year. There is still a good demand locally for all grades, and particularly the cheaper teas.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish, No. 1	....	0 12½
Virginia, No. 1	....	0 13½
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

MOLASSES.—A good trade continues in molasses, especially for country trade. Shipments to the country have been particularly heavy this spring, market firm. Maple syrup and sugar are selling well, and there has been quite an export demand. Corn syrups are quiet.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.30	.28
Barrels	.33	.31
Half barrels	.35	.33

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04
Pails, 38½ lbs., $1.85; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 50
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lbs. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

SPICES.—This is a between season period in the spice markets but business is good for time of year. It will probably be another month before trade develops in pickling spices. Prices are steady without change.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	25—30	72—0 90	90—1 15
Cloves	30—35	1 08—0 96	..—1 08
Cream tartar	28—33	..—1 00	.....
Curry powder	..—36	.....	.....
Ginger, Cochin	18—20	.....	.....
Ginger, Jamaica	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamon seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Dutch, per lb.	....	0 15
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 15	0 18
Celery seed, per lb., in bulk	0 30	0 35
Cayenne Chillies	....	0 25
Shredded cocoanut, in pails	0 18	0 20

NUTS.—Peanuts have advanced half a cent a lb. There is a good demand right along for walnuts and almonds, both shelled and in the shell, and prices are firm.

Shelled walnuts, per lb.	0 39	0 40
Shelled almonds, 28-lb. boxes, per lb.	0 42	0 44
Finest filberts	....	0 13
Pecan	0 16	0 18
Almonds	0 18½	0 20
Walnuts, Grenoble	0 18	0 19
Walnuts, Marbots	0 15	0 16
Brazils, new	0 13½	0 14½
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3(9½c; No. 4	....	0 09

DRIED VEGETABLES.—A fair business is reported in beans, with prices unchanged. Lima beans and peas have also been moving satisfactorily. Market firm at present prices.

Beans—		
Hand picked, per bush.	2 40	2 50
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

ONTARIO MARKETS.

TORONTO, June 4.—Reports indicate a continuance of quiet conditions with some wholesalers a little more optimistic. Generally, feeling seems to be that business is dragging and considerable discretion is being used in the matter of credits with a tight rein being held on new orders; this naturally has a tendency to confine the bounds of business and particularly relates to the Western situation. For a time the rapid advances in the price of sugar had the effect of increasing the volume of business but the influence was not important outside of that commodity.

Generally speaking, prices are holding firm, and it would appear that it is the narrow compass of business that is holding the prices on their present basis in many commodities.

SUGAR.—The sugar market has continued firm on the recent advances and in the trade the opinion appears to be that higher prices are to be looked for in sympathy with the strength in New York. The situation in Cuba is being closely watched and reports indicate a closing up of centrals and continued rain. Late reports indicate an increase in the world's visible of some 62,000 tons, but in relation to this it should be considered that the consumption, encouraged no doubt by the comparatively low basis, has increased from seven to ten per cent.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 51
20 lb. bags	4 61
10 lb. bags	4 66
2 and 5 lb. cartons	4 81
Second grade granulated, 100-lb. bags	4 41
Nova Scotia refined, 100-lb. bags	4 41
Western Ontario refined, 100-lb. bags	4 41
Extra Ground Sugars—	
Barrels	4 91
50 lb. boxes	4 11
25 lb. boxes	5 31
Powdered Sugars—	
Barrels	4 71
50 lb. boxes	4 91
25 lb. boxes	5 11
Crystal Diamonds—	
Barrels	5 26
100 lb. boxes	5 26
50 lb. boxes	5 36
Paris Lumps—	
100 lb. boxes	5 26
50 lb. boxes	5 36
25 lb. boxes	5 56
Cartons (20 to case)	7 31
Cartons (50 to case)	7 31
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 1	4 11

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—Business in dried fruits is seasonably quiet, but market is maintaining its strength. Evaporated apples are particularly strong with most of the supplies being held for western business; prices on old stocks have advanced to 9c and 10c lb. Peaches are strong in sympathy and with the outlook for a short pack this fall. Prunes are being pretty well closed out, and the offers for new stock indicate that there will be no easier prices and in some quarters even higher quotations are looked for.

Apples, evaporated, new per lb.	0 10½	0 11
Apples, evaporated, old, per lb.	0 09	0 10
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06½	0 06¾
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06¼	0 09
Hallowees	0 05¾	0 06
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08¼	0 08½

25-lb. boxes, ¼c more.

Peaches—		
Standard, 50-lb. boxes	0 08	0 09
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 06	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06¾	0 07½
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

SYRUPS. — Syrups are seasonably quiet and prices are generally easy, although the corn situation gives strength in the department for products of that cereal.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

DRIED VEGETABLES. — For the season the market for dried vegetables is very firm, especially for good quality, although there are some odd ends of stocks being cleared up at prices below the scheduled quotations. Beans are particularly strong.

Beans—	Per bushel.	
Canadian primes	2 15	2 20
Canadian, extra H. P.	....	2 40
Yellow eyes	3 00	3 25
Brown	....	3 25
Lima	0 08	0 08½
Peas, blue Canadian, per bush.	2 00	2 25
Peas, green, imported, bush	....	2 40

SPICES.—Market continues quiet and outlook is that there will be little of interest until the pickling demand commences about the end of July.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	.....	0 12—0 15
Cinnamon, whole	.....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	.....	0 25—0 35
Cloves, whole	.....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	.....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	.....	0 22—0 25
Ginger, African, ground	.....	....—0 16
Mace	.....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	.....	....—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins	.....	....—0 55
Pastry spice	.....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole	.....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	.....	0 26—0 28
Pickling spice	.....	....—0 15
Turmeric	.....	0 25—0 35

COFFEE.—Coffee market is featureless and reports from the big centres indicate quiet conditions, with a slackening in demands on account of the summer season. Prices are unchanged.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	0 17	0 18
Santos	0 19	0 21
Chicory, per lb.	0 10	0 12

TEAS.—Continued strength is indicated in all reports. Hankow and Japanese markets recently opened at prices a couple of cents higher, and this shows the general trend of situation. Business is comparatively quiet in sympathy with the season; particularly does this apply to bulk goods.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50
Moyune, gunpowder, pinhead	0 33	0 45

CANNED GOODS.

MONTREAL.—A slight decline in price of canned chicken went into effect this week. Quotations were marked down 10 cents, and $3 a dozen is figure now quoted. Some imported orange marmalades are offered at a reduction of 5 per cent. over former quotations. There is still a good demand for all classes of canned goods, and it is likely to continue until new vegetables are more plentiful and prices drop.

TORONTO.—There is little change noted in canned goods. Prices are low, and the demand continues fairly strong for season. Peaches are firm at $1.50, and in some cases even higher is being asked. No change is looked for in the situation until there are something like definite reports of the acreage being devoted to vegetables this season, from which some idea may be obtained of volume of business.

MANITOBA.

Winnipeg, June 3.—Business is described by the wholesalers as "not overly good." They do not look for an increase in volume until August—i.e., until western crop is assured. Some wholesalers believe that retailers are doing a big and profitable business, despite the fact that they are not buying heavily. Collections are reported to be only fair.

The features of this week's market are a tendency for sugar to go higher than the 20-cent jump already reported, the advent of new cheese at a much lower price, the scarcity of salmon—yet no change in price; a certainty that eggs will go up to 25c before many days, a higher price for prunes, and the prospect that evaporated apples will take a leap inside of two weeks.

Provision merchants are jubilant over the large amount of boiled hams they are disposing of, and for this very reason they may expect to have to pay more for their future supplies. Wholesalers are not disposed to say much about cheese these days, owing to the above-mentioned fact that the new stock is selling pretty low.

SUGAR AND SYRUP.—As reported by wire in last week's issue, the price of sugar in Winnipeg and further West took a jump of 10 cents for the second time, the market being affected here almost a week later than the second advance in the East. The market is still strong, and many are looking out for a further advance. The demand is heavy, and crop reports reduce visible supply. As a result of the tendency for sugar to soar, retailers are buying more freely, and preserving season coming on makes it almost imperative to buy.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 90
Extra ground or icing	5 40
Powdered	5 20
Lumps, hard	5 85
Montreal, yellow	4 50
Sugar, B.C.—	
Extra standard granulated	4 90
Yellow sugar, No. 1	4 50
Yellow sugar, No. 2	4 35
Yellow sugar, No. 3	4 25
Bar sugar	5 05
Icing sugar	5 25
Powdered sugar	5 05
H. P. lumps	5 75
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 80
Barrels, per cwt.	4 75
Halves, 50 lbs., per cwt.	4 80
Bales, 20 lbs., per cwt.	4 85
Powdered, barrels	5 10
Powdered, 50s	5 45
Powdered, 25s	5 75
Icing, barrels	5 40
Icing, 50s	5 65
Icing, 25s	5 80
Icing, pails	5 70
Cut loaf, barrels	5 50
Cut loaf, 50s	5 75
Cut loaf, 25s	6 00
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	2 85
5-lb. tins, 1 doz. to case, per case	3 20
10-lb. tins, ½ doz. to case, per case	3 00
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	

	Per gal.	
Molasses—		
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	Per case.	
Imperial quarts, case 2 doz.	....	5 40
Imperial ½ gals., 1 doz.	....	5 55
New, pure, ½ gal., case	....	9 00
New, pure, ½ gal., quarts, case 2 doz.	....	9 70
New, pure, quart bottles, case 2 doz.	....	9 75

DRIED FRUIT.—Price of larger-sized prunes was raised considerably this week. This is due to shortage in new crop. From present reports it looks as though prices for old crop will go still higher before new crop is marketed. Also it is pretty sure that the new crop will come on a higher price. Apricots are practically off the market. The new crop will arrive in about six weeks, and will bring higher prices. Peaches firm, with large demand, and possibility of advances soon. No change in price of evaporated apples quoted at 11c. The demand is good even at this high price, and these high prices will undoubtedly be higher in two weeks.

Apples, evaporated, new, per lb.	....	0 11
Currants—		
Dry clean	....	0 07
Washed	....	0 07¾
1 lb. package	....	0 08
2 lb. package	....	0 15
Dates—		
Hallowi, loose, per lb.	....	0 05¾
Hallowi, 1 lb. pkgs.	....	0 06¾

Figs, Cooking—		
Choice, bags	....	**0 05¾**
Peaches—		
Standard, 25-lb. boxes	....	**0 07½**
Choice, 25-lb. boxes	....	**0 07¾**
Extra choice, 25-lb. boxes	....	**0 08½**
Prunes, in 25-lb. boxes—		
90 to 100	....	**0 07½**
80 to 90	....	**0 08**
70 to 80	....	0 10½
60 to 70	....	0 11½
50 to 60	....	0 12
40 to 50	....	**0 13**
Raisins, Valencias—		
Extra select Valencias, 28's, box	....	2 15
Raisins, Sultanas—		
California	....	**0 09¾**
Smyrnas	0 08	**0 12½**
Raisins, Muscatels—		
3 crown loose, 50s	....	0 08¾
3 crown, loose, 25s	....	0 09
Choice seeded, lb.	....	**0 09½**
Extra fancy seeded, lb.	....	**0 10**

TEAS AND COFFEES.—Rios are down ⅛c, all others remaining stationary pending publication of authorized information regarding new crop, which is due inside three weeks. Big demand for tea springing up, and prospects for season are good.

	Per lb.	
Coffee—		
Rio, No. 5, green	....	0 13¾
Rio, roasted	0 15¾	0 16
Santos, green, No. 4	0 14¾	0 15
Santos, roasted	0 21½	0 22½
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Pekoe	....	0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

BEANS.—Good grade 3-lb. beans are becoming scarce, and prices likely to go higher before new crop arrives. Ontario 3-lb. beans selling at higher prices in East than wholesalers are getting in Winnipeg—$2.18 to $2.25. Beans are bringing $2.10 in Winnipeg, which is a ridiculously low price, considering that it costs nearly 30c a bushel to lay them down here. Retailers may look for advance in western price when stocks here are exhausted.

BEANS—		
Austrian, hand picked	....	2 35
3 lb. picker	....	2 10
Cal. Lima, per lb.	....	0 07
Peas—		
Split peas, sack, 98 lb.	....	3 40
Whole peas, bushel	....	2 00
Barley—		
Pot, per sack, 98 lbs.	....	3 10
Pearl, per sack 98 lbs.	....	4 60

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, June 4.—Rain is badly needed in many Saskatchewan districts. Regina experienced hottest weather this summer on Tuesday; hot weather prevailing all over the prairie provinces. Business is quiet but compares favorably with amount done at the same time last year. Shelled walnuts advanced two cents. The dried fruit market is reported very strong. High prices on prunes are restricting the sale and tending to largely increase the sale of dried peaches. An advance is expected in canned peaches.

Produce and Provisions—		
Butter, creamery, per lb.	0 26	0 27
Butter, dairy, No. 1, 20c; No. 2	0 15	0 18
Cheese, per lb.	0 14⅝	0 15¾
Eggs, fresh, per doz.	0 22	0 23
Lard, 3's, per case	....	7 92
Lard, 5's, per case	....	7 85
Lard, 10's, per case	....	7 75
Lard, 20's, each	....	2 60
Dried Fruits—		
Apricots, choice	0 17⅝	0 21
Currants, gulf cleaned	....	0 08¼
Figs, natural 6's	....	0 06¾
Evaporated apples, per lb.	0 11½	0 12¼
Dried peaches, 25s	0 08	0 08½
Dried peaches, choice, 25s	0 09½	0 11
Prunes, 70-80, 25s	....	0 10¾
Raisins, muscats, 50s	....	0 08¾
Raisins, muscats, 25s	....	0 09
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 09⅜
Green Fruits and Vegetables—		
Apples, Wash., box	**2 00**	**2 50**
Apples, B.C., box	**2 00**	**2 50**
Celery, Cal., doz.	....	1 25
Grape Fruit, Florida	....	**6 80**
Lemons, Messina	....	6 00
Lemons, California	....	**5 00**
Oranges, navel	3 35	4 00
Onions, Australian	....	5 25
Rhubarb, 40-lb. box	....	1 75
Tomatoes, Cal., case	2 39	2 65
Tomatoes, Florida	....	6 00
Nuts—		
Almonds, whole	**0 17¾**	**0 18¾**
Brazil	**0 18**	**0 21**
Filberts	....	**0 14½**
Walnuts, shelled, 46c; in shell	....	0 19
General—		
Potatoes, per bushel	....	1 25
Beans, Ontario, per bushel	**2 00**	**2 50**
Beans, Austrian	....	**2 65**
Coffee, whole roasted, Rio	....	**0 17**
Rice, per cwt.	....	**3 90**
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	**3 82**
Corn, standard, per 2 dozen	....	**2 21**
Peas, standard, per 2 dozen	**2 00**	**2 05**
Plums, Lombard	**2 10**	**2 21**
Peaches	....	**2 91**
Strawberries and raspberries	....	**4 20**
Tomatoes, standard, per dozen	....	**2 65**
Salmon, Sockeye, 4 doz. case, 1s	8 50	9 00
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; hump back, 1's	....	3 60

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, N. B., June 4.—Business keeps encouraging, aided by fine weather; collections are much improved. Sugar quiet though firm, may be stiffening soon. Provisions are generally unchanged. Cornmeal bags are a little higher at $1.80. Compound lard is easier at 11½, 11¾. New cheese is more plentiful at 14½-15. Eggs are easier and coming in good supply at 20-21c. Yellow eye beans are higher at $3.90 to $4. Butter stocks show a better supply. Potatoes are getting scarcer and are now $2.25.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	23 75	25 00
Beef, corned, 1 lb.	2 55	2 75
Beef, corned, 2 lb.	4 25	4 85
Pork, American clear, per bbl.	24 25	26 25
Pork, domestic, per bbl.	....	29 50
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 22	0 23
Cheese, new, lb.	0 14½	0 15
Eggs	0 20	0 21
Lard, compound, per lb.	0 11½	0 11¾
Lard, pure, per lb.	0 13¾	0 14
Flour and Cereals—		
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 80
Flour, Manitoba, per bbl.	....	6 45
Flour, Ontario, per bbl.	....	5 85
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel	....	2 25
Sugar—		
Standard granulated	4 60	4 70
United Empire	4 50	4 60
Bright yellow	4 40	4 50
No. 1 yellow	4 10	4 20
Paris lumps	5 30	5 60
Molasses, Barbadoes, fancy	0 27	0 28
Onions, Egyptian, lb.	....	0 06
Currants, 1s, per lb.	0 08	0 08½
Raisins, California, seeded	0 10	0 10½
Rice, per cwt.	3 40	3 50
Beans—	Per bush.	
Canadian white	2 25	2 35
Yellow eye	3 90	4 00
Canned Salmon—	Per 1 doz. case.	
Pinks	4 40	4 60
Cohoes	6 00	6 25
Red Spring	7 60	8 00

NOVA SCOTIA MARKETS.

(By Wire.)

Halifax, N.S., June 4.—Recent advances in sugar is the feature of market. The increases are 20 cents on all grades. Extra standard granulated is now quoted at $4.60, and United Empire $4.50. Pork and beef are down fifty cents a barrel and lard is half a cent higher. American strawberries dropped to 20c this week. Butter is easier and eggs advancing; 25 cents being paid for fresh laid stock. California oranges are slightly lower. Potatoes are firm and scarce.

DOMINION GUILD MEETING.

The annual meeting of the Dominion Wholesale Grocers' Guild has been called to be held in Montreal on the 29th of the present month. So far as can be learned, nothing has been issued regarding the program and the sessions, which one prominent wholesaler states, will be largely confined to discussing some minor things in business which have arisen during the year and which need attention to improve the conditions of the trade in general.

MOVING TO BRAMPTON, ONT.

Lindners, Limited, Toronto, manufacturers of jams, marmalades, etc., have decided to move their entire plant to Brampton, Ont. The ratepayers of that town have voted this company exemption from taxation for 10 years and a guarantee of bonds. The plant, the company expect, will be ready for occupancy about January 1 next. An apple evaporating plant will also be erected.

MONTREAL EARLY CLOSING.

Stating that many local storekeepers themselves desire the change, Alderman Thomas McConnell has submitted to the Montreal city council a motion asking for the repeal of the early closing by-law. If the motion carries it will mean that all stores throughout the city may remain open on Wednesday and Thursday evenings without fear of prosecution.

It was at the earnest request of the Retail Merchants' Association and other bodies that the council about three years ago decided to adopt a by-law making early closing on Wednesday and Thursday evenings compulsory. Efforts were later made to include Friday, and an energetic campaign to bring this about was launched by the Early Closing Association. The proposal was not adopted, however, and now Ald. McConnell wants a return to conditions which existed before the present law went into effect. The early closing law will affect between fifty and sixty thousand clerks in Montreal stores.

EVERY GROCER SHOULD HAVE IT.

The MacLean Publishing Co.,

Dear Sirs,—Find enclosed cheque for $2 for renewal of Canadian Grocer, and think it good value for money, and every grocer should have it.

Yours truly,

ROBT. H. CLARK,

Embro, Ont., May 26, 1914.

FLOUR and CEREALS

Mill Feeds Helping to Keep Flour Prices Steady

Wheat Situation Strong on Reports of Dry Weather in the West — Export Bids Have Advanced, But Not Sufficiently to Overtake Strength of the Market.

MONTREAL.

FLOUR.—Market continues strong, but there has been no alteration in the prices quoted last week. Demand has not been heavy, and there seems to be plenty in the hands of the dealers. There has been a better export demand, and this serves to keep the millers cleared. Exports for the past week were 50,424 sacks against 100,508 sacks a year ago. Receipts for the week were 53,485 sacks against 75,284 sacks for the same week last year.

	per bbl.
Manitoba Wheat Flour—	
First patents	5 60
Second patents	5 10
Strong bakers'	4 90
Flour in cotton sacks, 10 cents per barrel more.	

	Car lots.	Small lots.
Winter Wheat Flour—		
Fancy patents	4 60	5 00
90 per cent.	4 30	4 50
Straight roller	4 10	4 30
Blended flour	4 85	5 25

CEREALS.—Theere has been no change in this market. The demand is fair for time of year and position of corn and oats are both firm. There is a good export demand for rolled oats, and during past week 760 sacks and 1,620 cases were exported, as compared with 900 sacks and 1,800 cases a year ago.

	Per 98-lb. sack
Cornmeal—	
Kiln dried	2 10
Softer grades	1.95
Rolled Oats—	90's in jute
Small lots	2 25
25 bags or more	2 15
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 96-lb. sack	2 50

MILL FEEDS.—There has been no change in prices, but demand has continued good thus far. It is anticipated that heavy rains this week will so improve grass conditions, however, that a falling off in sales should result, and consequent reductions in prices should follow.

Mill Feeds—	Car lots, per ton
Bran	23 00
Shorts	25 00
Middlings	28 00
Wheat moulee	28 00
Feed Flour	33 00
Mixed, chop, ton	30 00
Crushed oats, ton	30 00
Barley, pot, 98 lbs.	3 00
Oat chop, ton	30 00
Barley chop, ton	30 00

TORONTO.

FLOUR.—The flour business continues very quiet despite the fact that prices are as low as could be looked for, considering the prices of wheat. Export business is bringing better bids, and offers are now made which would have meant orders a month or so ago; but the situation is now so strong that better prices must come before there is big business. Mill feeds continue high, and are now an important factor in bringing returns to the miller at a time when conditions are not favorable for advancing flour prices; but " if mill feeds fall off in price, millers may have to put up flour prices," said one broker who is closely in touch with conditions. Prices remain unchanged. A factor in keeping firm prices in wheat is the Western Canadian situation, where, with a late crop, anything like a dry spell looks dangerous.

	Small lots. per bbl.	Car lots. per bbl.
Manitoba Wheat Flour—		
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80
Flour in cotton sacks, 10c per bbl. more.		

	Small lots. per bbl.	Car lots. per bbl.
Winter Wheat Flour—		
Fancy patents	5 55	4 95
90 per cent.	5 05	4 75
Straight roller	4 95	4 55
Blended flour	4 85	5 25

CEREALS.—Corn and oats products continue very strong, but as yet no increases have been made. Corn closed out for the month even stronger than it has been, and predictions are that an increase in cereals made from this grain will not be delayed longer than is required to show that the prevailing high prices are likely to be lasting.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Buckwheat flour, 98 lbs.	3 75	4 75
Buckwheat grits, 98 lbs.	4 50	4 75
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 15	2 30
Graham flour, 98 lbs.	....	2 70
Hominy, granulated, 98 lbs.	2 40	2 50
Hominy, pearl, 98 lbs.	....	2 50
Oatmeal, standard 98 lbs.	2 47½	2 60
Oatmeal, granulated, 98 lbs.	2 47½	2 60
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 25	3 65
Rolled oats, 90-lb. bags	2 25	2 37½
Rolled wheat, 100-lb. bbl.	3 00	3 25
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 53

MILL FEEDS.—There is a somewhat easier feeling with regard to mill feeds, but for the season of the year prices are remarkably high and no reductions are as yet recorded. Late pasture has been responsible for a lasting demand, and light production has left the millers with comparatively light stocks for the close of the season.

Mill Feeds—	Mixed cars, per ton	
Bran	23 00	25 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG.

FLOUR AND CEREALS. — Wheat market unchanged. Prices of flour, cereals and feed unchanged. Local demand fair, export is quiet. Prices of flour and cereals not expected to go higher; likely remain unchanged.

	Per bbl.
Manitoba Wheat Flour—	
First patents	5 30
Second patents	4 70
Strong bakers'	4 00
Cereals—	
Rolled oats, per 80 lbs.	1 75 180
Oatmeal, fine, standard and gran'd, 98 lbs	2 25

WINNIPEG.

PROVISIONS.—Outlook is for higher market in hams, owing to big boiled ham business in all grades. One firm reports business doubled compared with last year. Lard business is good. Big demand for pure lard.

Cured Meats—	
Hams, per lb.	0 20
Shoulders, per lb.	0 12
Bacon, per lb.	0 25½
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	28 00
Lard—	
Tierces, per lb.	0 12
50 lb. tubs	6 00
20 lb. pails	2 48
3 lb. tins, cases	7 65
5 lb. tins, cases	7 57½

BUTTER. — Good creamery butter, Government grade, realizing 28-29c lb. Creamery sold less than 26c cannot be graded as No. 1, as butter makers are paying 26c lb. for butter fat.

Creamery, Manitoba	....	0 28
Dairy	0 19	0 24
Cooking	0 12	0 16

EGGS.—Indications for stiffer market. Local eggs plentiful, and quality only fair. Wholesalers expect to see price 25c before end of next week. Winnipeg retailers, however, are advertising eggs at 20c. Wholesalers are now paying more for eggs than at any other time this season. The demand is good.

Eggs—		
Extra first	....	0 23
Checks	....	0 16
Extras in cartons	....	0 26

CHEESE.—New cheese is coming on market at less price than old, selling large 14⅞c and twins 15⅛c, for New Ontario. Feeling is that cheese is at lowest price, and reduction in United States tariff on shipments will have tendency to cause higher prices on western shipments of eastern cheese.

Cheese—		
Large	....	0 18½
Twins	....	0 18¾
New	....	0 15

Over 1,000,000,000 cans of tomatoes, peas, corn and salmon were sold in 1913 in the United States, yet not a single case of death recorded from their use and no case of serious illness proven.

FRUIT & VEGETABLES

The Seasonable Weather Brings Changes in Fruit and Vegetables

Northern Grown Varieties Now More Plentiful —Valencia Oranges, Oregon Apples, and Canteloupes Among the New Offerings — Potato Situation Easier.

MONTREAL.

GREEN FRUITS.—Business generally has been good and supplies of fresh fruit are coming in more freely. California apples are now offered in boxes and California canteloupes are also on the market. Pineapples show little change from last week's report, but the tendency seems to be for lower prices. California navel and Valencia oranges are in good supply and Sorrentos are also going well. Strawberries are more plentiful and are selling at 15 to 20 cents for quarts.

Apples—		
Ben Davis, No. 1s	....	7 50
Cooper's Market, No. 2s, per bbl.	....	6 00
No. 1 Cooper's Market, box	....	3 25
No. 1 Winesaps, box	....	3 25
Bananas, crate	2 00	2 50
Cape Cod cranberries, bbl.	....	16 00
Cherries, California, box	....	2 50
Grapefruit, 54-64-80-96 size, case	4 75	5 25
Cocoanuts—		
100 to 150 size	....	4 25
Lemons, Messinas—		
Extra fancy, 300 size	....	3 75
Fancy, 300 size	....	3 50
Limes, small boxes	....	1 25
Oranges—		
Valencias, per box	....	4 00
Sorrentos, 200 size, per box	....	3 50
California navels, 146-150-176-200-216-250	3 75	4 00
California navels, 126 size, box	....	3 25
California navels, 80 and 96 size, box	....	3 00
Pineapples—		
24 size	3 00	3 25
30 size	....	2 75
36 size	....	2 75
Strawberries, per box (qts.)	0 15	0 20
California canteloupes, per crate	....	10 00

VEGETABLES.—The downward tendency in vegetables continues and prices on a number of lines are considerably less this week than they were last week. Asparagus is coming in freely now and prices are reasonable. New Bermuda potatoes are offered at a slightly lower figure than a week ago, and an easier feeling has also set in for old potatoes. Native spinach is cheaper, also sour grass and rhubarb, etc. Tomatoes are still coming from Florida, and it is not expected prices will be much lower than at present for a while to come.

Asparagus, Canadian, per doz.	2 50	2 75
Asparagus, small bunches—		
2½ doz. (baskets)	....	1 50
Beans, wax, basket, Florida	2 50	3 00
Beans, green, crate, Florida	2 50	3 00
New beets, doz.	1 00	1 25
New beets, crate	....	2 00
Cabbage, per dozen	....	1 25
Cabbage, new, per basket	....	2 50
Carrots, new, case	....	2 00
Celery, Florida, crate	9 00	10 00
Wash Celery, per b'dl.	1 25	2 00
Celery, Florida, crate	4 00	4 25
Cucumbers, baskets	2 50	2 75
Egg plant, per dozen	....	2 50
Garlic, per lb.	....	0 10
Lettuce, Boston, box	2 00	2 25
Canadian lettuce, per box, 3 to 4 doz.	1 00	1 50
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
New Egyptian, per lb.	0 06	0 06½
Shalottes, per dozen bunches	0 50	0 60
Parsnips, bag	1 75	2 00
Parsley, Canadian, per doz. bunches	0 35	0 40
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Bermuda, barrel	6 50	7 00
Green Mountains, $1.25; Quebec	....	1 10
Potatoes, sweet, Jersey, hpr.	1 75	2 50
Radishes, per doz. bunches	0 25	0 30
Rhubarb, dozen	0 15	0 40
Spinach, C.H., barrel	2 00	2 50
Spinach, Montreal, in boxes	....	1 00
Sour grass, per box	1 00	1 25
Turnips, Quebec, bag	....	1 00
Turnips, Canadian, bag	....	0 75
Tomatoes, Florida, choice, crate	....	3 00
Tomatoes, Florida, fancy, crate	3 50	4 00

TORONTO.

GREEN FRUITS.—A good seasonable business is being done in fresh fruits, with Oregon apples and canteloupes among the new arrivals; late Valencias and Mediterranean Sweets have been added to the oranges and Sevilles are off the market. Grape fruit are hardly in season, according to the old order of things, but it begins to look as though they were beginning to rank as a continuous attraction. Strawberries are getting to be more plentiful, but the price will likely hold pretty steady until Canadian varieties are offered.

Apples—		
Oregon Winesaps	....	2 75
Bananas, per bunch	1 50	2 00
Canteloupes, ponies	....	7 50
Canteloupes, standards	....	10 50
Cherries, case	2 50	2 75
Grapefruit, Florida, case	4 00	4 50
Grapefruit, Cuban, case	....	4 00
Oranges—		
California, navel	....	3 50
California tangerines, half boxes	....	2 00
California bloods, half boxes	....	2 00
California late Valencias	....	3 75
Messinas	....	3 00
Oranges, M. sweets	....	3 50
Lemons, Messina, 300's, new	3 75	4 00
Pineapples, Cuba, case	2 75	3 00
Pineapples, Porto Rico	....	3 00
Strawberries, North Carolina, quarts	0 15	0 16

VEGETABLES.—Warmer weather is bringing northern vegetables into the market, and some of the prices are lower. Hothouse cucumbers and tomatoes are among the new offerings. New Brunswick potatoes are easier, and the market for old varieties is giving way to the new growns, which are getting reasonable in price. Tomatoes are holding pretty steady and seem likely to do so until shipments are in from the Canadian fruit belt.

Asparagus, Canadian, basket	1 00	1 25
Beets, Canadian, per bag	....	1 75
Green and wax beans, hamper	2 75	3 00
Cabbage, new, Southern, bbl.	2 50	2 75
Cabbage, new, Southern, case	....	2 50
Carrots, Canadian, bag	....	1 75
Carrots, Florida, hamper	....	2 25
Cucumber, Florida, hamper	2 00	2 25
Cucumbers, American hothouse, bkt.	1 50	1 75
Celery, Florida, case	....	3 50
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	5 00	5 25
Green, doz., Canadian, 20-30c; U.S.	0 40	0 60
Green, long, box	....	1 50
Parsnips	....	1 75
Green peppers, basket	0 75	1 00
Potatoes, New Brunswick, per bag	1 30	1 40
Potatoes, Ontario	1 20	1 25
Potatoes, new, bbl.	....	5 00
Peas, green, hamper	2 50	3 00
Potatoes, new, Bermuda, per bbl.	....	7 50
Parsley, doz. bunches, Can., 25c; U.S.	....	0 75
Rhubarb, per dozen	0 35	0 50
Rhubarb, American outdoor, box	2 25	2 50
Spinach, hamper	....	0 75
Spinach, Canadian, bush.	0 40	0 50
Tomatoes, Florida, per case	....	3 50
Tomatoes, Canadian, hothouse, lb.	....	0 15
Turnips, bag	....	0 75
Radishes, Can., per doz.	....	0 50
Radishes, hamper	1 25	1 50

WINNIPEG.

GREEN FRUITS.—Lemons are up half-dollar a box, and are now quoted: California $6, and Messina $5.50. Strawberries are a dollar higher. Ben Davis apples are off the market. California late Valencia oranges about due, to sell $4.50. Navel oranges are cleaning up.

Apples—		
Wine saps, Spitz, ex. fancy	....	3 25
Bananas, lb.	....	0 04½
Red bananas, lb.	....	0 06
Cocoanuts, bag	....	6 00
Grapefruit, 54-64-80 size, case	....	5 00
Lemons—		
California	....	6 00
Messina	....	5 00
Oranges—		
California navels	....	4 00
Pineapples, Cuban, crate	....	3 00
Strawberries, Arkansas	....	5 00
Cherries	....	3 00

VEGETABLES.—Lots of home-grown rhubarb and asparagus is coming in, which cuts imported stuff off the market. New potatoes are selling $3 a barrel. Cucumbers are cheaper, being now $1.75 a dozen. Florida tomatoes are down to $4.50 per crate. Texas spinach is off market.

Beets, new, doz. bunches	....	1 00
Cabbage, Mississippi, crate	....	3 00
Carrots, new, per ton	....	90 00
Florida celery, crate	....	5 00
Cucumbers, extra fancy, hothouse, doz.	....	1 75
Green peas, lb.	....	0 15
Green pepper, crate	....	5 00
Head lettuce, Minnesota, hampers	....	3 00
Head lettuce, Cal., crate	....	4 00
Leaf lettuce, doz.	....	0 40
Onions—		
Texas-Bermuda, crate	....	3 00
Parsnips, per cwt.	....	2 50
Parsley, per doz. bunches	....	0 60
New potatoes, per bbl.	....	7 00
Potatoes, old, Southern, bush.	....	1 20
Radishes, doz.	....	0 50
Tomatoes, Florida, per crate, 6 bkts.	....	4 50
Shallots, per doz.	....	0 80

PLEA FOR HALF HOLIDAY.

Editor Canadian Grocer.—Last year about six grocers closed half-day on Wednesday afternoons, the rest were open. The dry goods and boot and shoe dealers close at 5 p.m. during the months of June, July and August. So you will see that the closing is not general. Personally I wish the grocers would close for half-day Wednesdays during June, July and August, but it seems we cannot get them all in line.

Two years ago we tried it but it fell through, and it seems a pity that the hard worked grocer cannot get a half-day's rest during these months. But one is afraid of the other getting all the business, with the result that most of them are working 313 days out of 365.

KINGSTON GROCER.

PRODUCE & PROVISIONS

Provision Business Picking Up; New Gradings for Egg Market

Strictly Fresh Eggs Are a Little Firmer, But New Grades Are Introduced—Butter a Little Firmer, But Market is Still Easy and Grass Products Are Slow—Hogs May be Expected to Get Firmer.

MONTREAL.

PROVISIONS.—There has been an improved demand for smoked meats, both for city and country trade, but the quotations are not altered from last week's figures. Lard is steady, and barrelled pork is held at same figures.

Hams—	**Per lb.**	
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	....	0 22
Light, per lb.	....	0 19
Boneless	....	0 25
Peameal	....	0 26
Bacon—		
Breakfast	0 19	0 21
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	28 50
Heavy short cut clear	....	28 50
Clear fat pork	....	27 50
Clear pork	....	26 50
Lard, Pure—	**Per lb.**	
Tierces, 375 lbs. net	....	0 13
Tubs, 50 lbs. net	....	0 13¼
Boxes, 50 lbs. net	....	0 13¼
Pails, wood, 20 lbs. net	....	0 13½
Pails, tin, 20 lbs. gross	....	0 13
Cases, 10-lb. tins, 60 in case	....	0 13¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 14
Bricks, 1 lb. each	....	0 14¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10½
Tubs, 50 lbs., net	....	0 10¾
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 11
Pails, tin, 20 lbs., gross	....	0 11
Cases, 10-lb. tins, 60 in case	....	0 11¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 11¾
Bricks, 1 lb. each	....	0 12¼
Hogs—	**Per cwt.**	
Dressed, abattoir killed	13 00	13 25

BUTTER.—The market is firmer, and though quotations are still held at 24½ to 25 cents, it is important to note that at Cowansville on Saturday 23 was paid for creamery. The present quotation is 2½ cents below the price being asked at this time last year. Quality of butter received this week from townships has been first-class, a portion of the receipts being full grass make.

Butter—		
Finest creamery, new milk	024½	0 25
Dairy butter	0 20	0 22

EGGS.—With warmer weather there has been a stiffening in price of new laid eggs and they are quoted at 26 cents, with No. 1's at 24 cents. The receipts are considerably ahead of last year. This week 18,711 cases were received, against 12,811 cases same week last year.

Eggs, case lots—	**Per dozen.**	
New laids	....	0 26
No. 1s	....	0 24
Splits	0 20	0 21

CHEESE.—There is a fairly steady business locally for both new and old makes, but little or no export demand has yet developed. Stocks are fairly heavy, and it is anticipated that export business will soon commence. Prices remain as at last report.

Cheese—		
New make	0 14½	0 15
Old specials, per lb.	0 15	0 16
Stilton	....	0 17

HONEY.—There is no change in this market, and business is quiet as usual at this time of year.

Honey—	**White Clover per lb.**	**Buckwheat per lb.**
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY.—Supply is barely sufficient to meet demand. Prices are steady and a good business is passing in practically all lines.

POULTRY.

Fresh stock—	**Live.**	**Dressed.**
Broilers, per lb.	....—....	....—0 25
Ducks, milk fed	0 16—0 18	0 18—0 19
Fowl	0 18—0 20	0 17—0 19
Geese	.....	0 15—0 16
Turkeys, spring	.....	....—0 23
Turkeys, old Tom	.....	0 14—0 16
Milk fed chickens, lb.	.....	....—0 25
Milk fed broilers, lb.	.....	....—0 30

TORONTO.

PROVISIONS.—There has been a noticeable improvement in the demand for provisions during the past week. Business is now on a more seasonable basis, although it is not as good as it might be expected to be at this time of the year. Prices for hams are very firm, and may be expected to advance at any time. A fractional advance in the price of lard is noted. There is a firmer note in the hog market, with lighter shipments from the West, and the feeling is that higher prices may be looked for in the near future.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 17	0 17½
Large, per lb.	0 15	0 16
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 23	0 25
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 18½
Roll, per lb.	....	0 15
Shoulders, per lb.	0 14	0 14¾
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14½	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	....	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12½	0 12¾
Tubs, 60 lbs.	0 12¾	0 13¼
Pails, 20 lbs., per lb.	0 13	0 13½
Tins, 3 and 5 lbs., per lb.	0 13½	0 14¼
Bricks, 1 lb., per lb.	0 14¼	0 14¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10½	0 10¾
Tubs, 50 lbs., per lb.	0 10¾	0 11
Pails, 20 lbs., per lb.	0 11	0 11½
Hogs—		
F.O.B., live, per cwt.	8 00	8 10
Live, fed and watered, per cwt.	8 25	8 30
Dressed, per cwt.	11 00	12 00

BUTTER.—The butter market continues easy, with some grass products offered, but no great improvement in quality as yet; the better stuff is bringing fair prices. Generally speaking, the trade appears to be looking for continued easier prices in this department, where the quotations are about 3c under a year ago. Nothing has been done in the export business as yet, but it looks as though the overplus will go to the States rather than across the water.

Butter—		
Creamery prints, fresh made	0 24	0 25
Dairy prints, choice	0 20	0 21
Dairy, solids	0 19	0 20
Separator prints	0 22	0 23

EGGS.—With the warmer weather there is a wider range in the egg market, and "selects," "straights," and "trades" are quoted instead of "strictly new laid." This is the result of the effect of high temperatures upon the eggs. Strictly new laid eggs which test A1 are fairly firm, but packers are getting out of the market and the provision men are not offering more than 18c. and 19c.

Eggs, case lots—	**Per dozen.**	
Strictly new laid, in cartons	0 25	0 26
Splits	0 20	0 21
Selects	0 24	0 25
Straights	0 22	0 23
Trade eggs	0 20	0 21

CHEESE.—Larger consignments of new cheese are now being received, and the prices are a trifle lower; better quality and attendant prices should now be looked for with the herds on the new pasture. Nothing has been done as yet in the export business, as the grass cheese is late and cannot be looked for before about the 15th of the month.

Cheese—		
Old, large	0 16½	0 17
Old, twins	0 16¼	0 16½
New, large	0 13¾	0 14
New, twins	0 14	0 14¼

FOR SALE

FOR SALE — GENERAL BUSINESS, VILlage 400 population; money-maker for hustler. Rent or sell property. Must be sold. Sacrifice for quick sale. Reason, ill-health. Box 50, Canadian Grocer. 619

LIVE GROCERY AND PROVISION BUSIness in Toronto. Cash business. Low rent. Net profit $40 to $50 week. Stock and fixtures about $1,800. Apply H. J. Burgess, 299 King W.

MOTOR TRUCK—BRANTFORD DELIVERY truck, planetary transmission, hard rubber tires, 22 h.p., in 1st class condition; capacity, one ton. Has been used in general delivery service. Cost $1,500, for quick sale $500. J. A. McCrea & Son, Guelph, Ont. (626)

MOST EVERY VESSEL Now Crossing the Ocean

KREEMY BOY

is bringing large shipments of

SHARP'S KREEMY TOFFEE

to all parts of Canada.

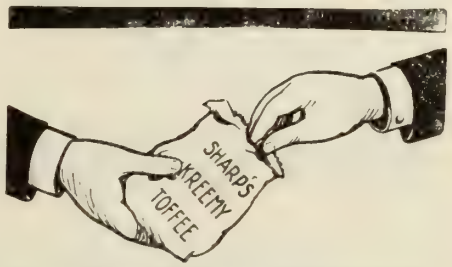
No line of Confectionery has jumped into instant demand so quickly as Sharp's Kreemy. Some merchants to-day buy it in 200-lb. lots; others 50 and 100-lb. lots.

It keeps well and sells fast in the Summer.

Made at Kreemy Works at Maidstone, Eng., by Edward Sharp & Co.

MAIL YOUR ORDERS direct to our representatives, as follows:

THE HARRY HORNE CO. of Toronto—For Ontario.
Howe, McIntyre & Co. of Montreal—For Quebec.
Geo. S. DeForest & Sons of St. John—For New Brunswick.
J. S. CREED of Halifax—For Nova Scotia.
LEADLAY LIMITED of Winnipeg—For Manitoba and Saskatchewan.
Hamblin & Brereton of Vancouver—For British Columbia and Alberta.



"The Food That Will Keep You Well."

I Eat Mapl-Flakes, I Do.

I Don't.

A delicious Cereal of special food value, made from the Whole Wheat, Cooked, Toasted, and delicately flavored with Maple. (No other cereal like it.)

PRICE .....**$3.60 per case of 3 doz. (Retails 2 for 25c.)**

Mail your order at once for immediate shipment to

THE MAPL-FLAKE CO. OF CANADA **309-311 King West, TORONTO**

It Is Reasonable

to suppose that you are pushing macaroni these days now that people are eliminating all kinds of luxuries.

L'Etoile

(Star)

Macaroni

has proven itself a prime favorite amongst Ontario merchants, and we will not see it lose the lead.

Hirondelle Brand

(Swallow)

is just as popular in Quebec, too, and elsewhere, so that we have a winning combination.

Patronize Canada's Only Macaroni Firm of Importance.

C. H. Catelli, Limited

MONTREAL

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25 size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 90
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	$ 0 85
" ¼-lb.	1 40
" 6-oz.	1 85
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

FOREST CITY BAKING POWDER

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books, each	0 04
100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.60.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per dozen, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$ 2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 85
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 85
Green Gage plum, stoneless	1 85
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 60	0 95
Black currant	0 60	0 [illegible]
Raspberry	0 60	0 95

14's and 30's per lb.
Freight allowed up to 25c per 100 lbs.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

WE ARE PROGRESSIVE

Opening of Branch No. 6

Manufacturers and Shippers

We are pleased to advise Canadian, United States and Foreign Manufacturers and Shippers, that, on June 15th, 1914, we will open in Vancouver, British Columbia, a branch of our business, which will be known as Branch No. 6—and will be under the management of Mr. H. C. Andrew, our present manager at Calgary, Alberta, who has been associated with us for some twelve years, and is thoroughly experienced in the Wholesale Commission and Brokerage business—well and favorably known to Manufacturers and Shippers, in Canada, United States and abroad.

Our Head Office, being in Winnipeg, and having Branch Houses in **REGINA AND SASKATOON, SASKATCHEWAN; CALGARY, EDMONTON AND LETHBRIDGE, ALBERTA; ALSO VANCOUVER, BRITISH COLUMBIA**, and with our many years' experience as Wholesale Commission Merchants and Brokers, in the **GREAT CANADIAN WEST**, and, our close connection with all Grocery Jobbers from the lake front to the Pacific Coast, we **STATE, WITHOUT HESITATION, WE ARE THE BEST EQUIPPED WHOLESALE COMMISSION HOUSE TO REPRESENT, FROM THE LAKE FRONT TO THE PACIFIC COAST, ANY MANUFACTURER OR SHIPPER NOT ALREADY REPRESENTED, OR ANY MANUFACTURER OR SHIPPER WHO IS NOT REPRESENTED TO HIS, OR THEIR, SATISFACTION—WE CONFIDENTLY SOLICIT YOUR ACCOUNT, FOR MANITOBA, SASKATCHEWAN, ALBERTA, BRITISH COLUMBIA.**

LARGE AND UP-TO-DATE WAREHOUSE IN WINNIPEG, AND AT ALL BRANCH POINTS.

GOODS STORED.

CARS DISTRIBUTED.

TRAVELERS CALLING ON GROCERY JOBBERS AND RETAILERS DAILY.

Our Vancouver Warehouse next to Kelly, Douglass & Co., Water Street, Vancouver, British Columbia.

IF YOU ARE OPEN TO APPOINT LIVE WIRE AGENTS, WRITE US NOW. We can increase your business in the Great West.

We advance cash against consignments.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Head Office and Warehouse - - WINNIPEG, Man.

Branch Offices and Warehouses:

REGINA, SASKATOON - - - -	SASKATCHEWAN
CALGARY, EDMONTON, LETHBRIDGE - -	ALBERTA
VANCOUVER - - - - -	BRITISH COLUMBIA

N.B.—LOOK OUT FOR OPENING OF OUR OFFICE No. 7

From Mother to Daughter

Shirriff's True Vanilla has been adding to its list of friends for thirty years.

Once used the housewife asks for it again—mothers recommend it to their daughters.

Shirriff's True Vanilla

is fifty per cent. stronger than the Government standard. It is made from the finest Mexican Vanilla beans. Our process brings out the exquisite flavor and bouquet.

It is good business to handle Shirriff's. It is a line that everybody asks for, and it gives a good profit. If you are not already able to supply your customers, write us for full information.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

5 oz. (all flavors), doz.	4 80
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder—"Anchor"	Per case.
5c cases, 6 doz.	$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25
Baking Powder—"Anchor"	**Per doz.**
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5 lb. tins, cases 1 doz.	8 40
Chocolate—Unsweetened—"Anchor"	
10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
⅛s, tins, cases 4 doz	0 36
¼s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35
Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 33
2 lb. tins, whole or ground, cs., 30 lb.	0 32
Cream of Tartar—"Anchor"	Per doz.
10c pkgs., boxes 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40
Custard Powders—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Flavoring Extracts—"Anchor"	
10c bottle	1 00
2½ oz. bottle	2 00
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 00
32 oz. bottle	24 00
64 oz. bottle	48 00
Flour—Potato—"Anchor"	Per doz.
Cases 2 doz.	1 20
Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	0 90
Mustard, D.S.F.—"Anchor"	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90
	Per lb.
⅛s, tins, boxes 12 lbs.	0 38
¼s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36
Rice, Special Grain—"Anchor"	Per doz.
Cases 2 and 4 dozen	0 90

	Per case
"Anchor" Brand.	
Shaker Table Salt, free running, cases 2 doz., case	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
⅛ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case
25c pkgs., cases 12 pkgs.	2 40

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	3 50

"KOLONA" CEYLON TEA.

	Per lb.
30c black, green or mixed, ⅛ and 1 lb. pkgs.	0 25
40c black, green or mixed, ⅛ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat-Os" Breakfast Food, cases 2 doz.	1 45
	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case	5 00

VICHY LEMONADES.

Efficace	5 50
Neptune	6 00
San Rival	7 00
La Savoureuse, Cork—	
50 qts., case	7 50
100 pts., case	9 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	6 06½
Cs. 200 3½ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb.	6 60½
Cs. 50 ¾ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs.	4 75
Cs. 200 200 grs. pieces, cs.	7 75
Cs. 100 300 grs. pieces, cs.	6 00
Cs. 200 300 grs. pieces, cs.	12 00

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 08
Box, 25 lbs., loose	0 07

Just a Reminder

We Represent

E. D. Smith & Son, Ltd.
Jams, Jellies, Canned Goods, Catsup.

Canada Starch Co.
Starch, Syrup, Glucose.

Gorman-Eckert Co., Ltd.
Olives, Spices, Extracts.

Griffin & Skelley.
Gold Bar Canned and Dried Fruits.

J. H. Wethey, Ltd.
Bulk and Package Mince Meat.

Ingersoll Packing Co.
Large Royal Oxford, Ingersoll Cream and Pimento Cheese.

Borden Milk Co.
Condensed and Evaporated Milk.

Proctor and Gamble Co.
Crisco, Ivory, P. & G. Naptha Soap.

Foster & Holtermann.
Pride of Ontario Honey.

Wm. Meyer & Co.
Currants.

Wm. Rogers & Co.
Valencia Raisins.

Nicholson & Brock.
Bird Seed and Gravel.

Crescent Manf. Co.
Mapeline.

Sleepy Eye Milling Co.
Koffio.

Maples, Ltd.
Maple Syrup.

Geo. T. Mickle.
White Beans.

Harper-Presnail Cigar Co.
Pathfinder, Irene and Elk Cigars.

Manford Schier
Evaporated Apples.

W. A. Taylor
Horse Radish.

National Licorice Co.
Licorice.

Thornton & Co.
Malaga Raisins.

Wm. H. Dunn.
Pyramid Fly Catchers.

Mason & Hickey

Winnipeg, Man.

Regina Saskatoon Edmonton Calgary

"Eclipse" Refrigerator

No. 100

You secure the quickest, cheapest and surest delivery from us. You get what you want. The best refrigerator—the coldest — handsomest —strongest — a refrigerator that you will recommend to your friends.

A model which will endure. Built of oak, with solid brass trimmings. Best possible insulation, giving a steady temperature three to four degrees lower than in other makes. These points mean better preserving qualities, and a small ice bill.

Manufactured by

RYAN BROS.

Winnipeg

Agents for Toledo Scales. Hobart Coffee Mills.

Cooked Hams

This is the Season for Cooked Meats. Are you cultivating this trade on your provision counter? You will find it both profitable and attractive. Let us send you particulars.

F. W. FEARMAN CO., Limited

Hamilton, Ont.

Fresh Fruits and Vegetables

The market is well supplied from the South and arrivals are heavy.

Let us have your orders regularly.

Largest assortment—best prices.

Fresh Cars Strawberries,

Pineapples,

Late Valencia Oranges,

New Potatoes, Cucumbers,

Cabbage, etc., etc.

WHITE & CO., Limited, Toronto

Branch at Hamilton

Imported Peas "Soleil."

	Per case
Sur Extra Fins, 40 Falcons, cs.	$10 00
Sur Extra Fins, 100 ½ cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 25
Tins—	
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s.	2 10
20s. ½ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & Co., Agents.

Cases, 4 doz. each, flats per case	5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¾
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 doz. case)	$1.90	$1.80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
lb. tin (½ doz. case)	3 60	3 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case	$1 60	$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$ 1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	.07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz.	2 80

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 80
Unflavored contains 2 doz.	2 80

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naphtha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS

and

BRANTFORD BRANDS.

Boxes	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb... cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.06
36 lbs., silver gloss 6-lb. draw lid boxes	.06
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's satin, 1-lb. cartons, brome label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 80
Celluloid—boxes containing 45 cartons, per case	3 00
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06

ROYAL

BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "BRUNSWICK BRAND" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

¼ Oil Sardines
¾ Mustard Sardines
Finnan Haddies
(oval and round tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

CONNORS BROS., LIMITED

Black's Harbor, N.B.

(120-lb boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb. ..... .10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—
Canada Laundry—
Boxes about 40 lbs. ..... .00
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs. ..... .06½
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs. ..... .07
Barrels, 200 lbs. ..... .06½
Kegs, 100 lbs. ..... .06½
Lily White Gloss—
1-lb. fancy cartons, cases 30 lbs... .07½
8 in case ..... .07¾
6-lb. toy trunks, lock and key,
6-lb. toy drum, with drumsticks,
8 in case ..... .08
Kegs, extra large crystals, 100 lbs. ..... .07
Canadian Electric Starch—
Boxes containing 40 fancy pkgs., per case 3 00
Celluloid Starch—
Boxes containing 45 cartons, per case 3 60
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. ..... .06
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs. ..... .07½
"Crystal Maize" Corn Starch—
1-lb. pkts., boxes of 40 lbs. ..... .07½
(20-lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8 oz. pack., 120 pack. per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, $4.25; retail at 5c, per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.
Case of ½-lb., containing 120 packages, per box, $3.00.
Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.
CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case 2 50
5-lb. tins, 1 doz. in case 2 35
10-lb. tins, ½ doz. in case 2 75
20-lb. tins, ¼ doz. in case 2 70
Barrels, 700 lbs. 3½
Half barrels, 350 lbs. 3¾
Quarter barrels, 175 lbs. 4
Pails, 35½ lbs. 1 95
Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case 2 65
5-lb tins, 1 doz. in case 3 20
10-lb. tins, ½ doz. in case 3 10
20-lb. tins, ¼ doz. in case 3 05
(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.
Gingerbread Brand.
2s, Tins, 2 doz. to case.

Quebec, per case .....$ 1 35
Ontario, per case 1 60
Manitoba, per case 2 30
Saskatchewan, per case 2 60
Alberta, per case 2 70
British Columbia, per case..... 2 40

DOMOLCO BRAND.
2s, Tins, 2 doz. to case.

Quebec and Ontario, per case..... 2 95
Manitoba, per case 3 40
Saskatchewan, per case 3 65
Alberta, per case 3 75
British Columbia, per case 3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz., cases, doz.... 1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ½-pints.....	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD. ..

.a size, gross	2 50
6a size, gross .....$	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 95
Metal Outfits, Black and Tan	3 60
Card Outfits, Black and Tan.....	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY
(Empire Branch)

Black Watch, 6s, ½ butts, 9 lbs., boxes 5 lbs. 0 45
Bobs, 5s, ½ cads, 12 lbs., boxes 6 lbs. 0 39
Bobs, 10s, ½ butts, 12 lbs., boxes 6 lbs. 0 39
Currency, 5s, ½ butts, 9 lbs., boxes 6 lbs. 0 39
Currency Navy, 10s, ½ cads, 12 lbs., boxes 6 lbs..... 0 39
Stag Bars, 5 1-3s, ½ butts, 12 lbs., boxes 6 lbs. 0 39
Old Fox, 10s, ½ butts, 12 lbs., boxes 6 lbs. 0 40
Pay Roll, thick, 7½s, ½ butts, 10 lbs., boxes 5½ lbs..... 0 59
Pay Roll, thin, 7½s, ½ butts, 10 lbs., boxes 5 lbs..... 0 59
Pay Roll, 7½s, ½ cads, 12 lbs., ¼ cads, boxes 6½ lbs..... 0 59
Shamrock bars, 6 2-3s, ½ butts, 12 lbs., boxes 6 lbs..... 0 50
Shamrock, 6 2-3s, ½ butts, 12 lbs., boxes 6 lbs. 0 50
Empire, 6s, cads 15 lbs., ¼ cads, boxes 6 lbs. 0 44
Empire, 12s, cads 15 lbs., ¼ cads, boxes 6 lbs. 0 44
Ivy, 7s, butts 17 lbs., ½ butts, 8½ lbs. 0 50
Great West, 8s 0 59
Regal, 9s 0 70
Starlight, 7s, ½ butts, 8½ lbs.... 0 50

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 80 lb. cases.
Black, Green or Mixed.

Blue Label ½s	0 21
Blue Label, 1s	0 20
Orange Label, 1s	0 23
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 23
Brown Label, ½s	0 30
Green Label 1s and ½s	0 25
Red Label, ½s	0 40

Get this fellow working for you

Right now, during the Spring housecleaning season, **Bull Dog** Specialties will pull and hold good trade to your store. The profit makes it worth while stocking these lines.

Bull Dog Cleansers

Clean up everything

Bull Dog Ammonia Powder, **Bull Dog** Chloride of Lime, **Bull Dog** Borax, Bull Dog Liquid Blueing, **Bull Dog** Liquid Ammonia.

Order your supply now.

The John B. Paine Co., Ltd.

TORONTO, Ont. MONTREAL

AGENTS:—Marshall Brokerage Co., London, Ont.; W. Lloyd Lock & Co., Winnipeg; Jackson's, Ltd., Calgary; Geo. C. Benjamin, Edmonton, and all wholesale houses.

Fresh Arrivals

Every Day of

Strawberries, Tomatoes,
New Cabbage, Pineapples,
New Potatoes,
Green Vegetables,
Oranges, Grape Fruit,
Lemons, Bananas.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

EVERYDAY LINES

Brooms of quality
Wrapping Paper and Twines
Boss Washers
Mop Wringers
Dustless Mops
Self-Wringing Mops
GlobeWashboards

Walter Woods & Co.

HAMILTON and WINNIPEG

—for camp or picnic there is nothing more inviting than

D.W.C.

Spanish Olives

Be sure you add a few bottles in your picnic and camp displays. They are high-quality, moderately priced.

ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.
BANNER BRAND.

	Shipping Price Doz.	Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.10	33
Special Tumbler, 2 doz. to case	0.95	30½
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.
MINTO BROS., LIMITED.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0 90

List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.

YEAST.
White Swan Yeast Cakes, per case 3 doz. 5c packages 1 15

FLYSAC FLYCATCHER

BRITISH MADE

Every fly alighting on the Flysac stays there, there is nothing temporary about the visit.

Strong Glue—No Drip

70c per box of 50 pieces. More attractive price for quantity orders.

HODGSON SUMNER CO., LIMITED

MONTREAL

Ask about Tenasitine, the adhesive that has no equal.

Agents for Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

What Do You Earn?

Don't think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Pub. Co.
143-149 University Ave.
TORONTO

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

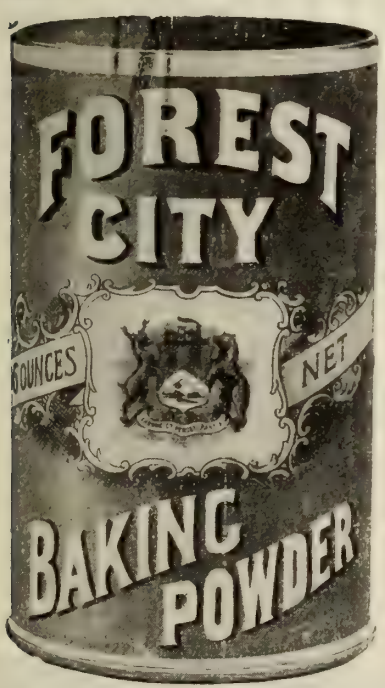
LEMON BROS
Owen Sound, Ontario

Tracuzzi packs:

"St. Nicholas"
"Puck"
"Queen City"
"Kicking"

"The utmost in Lemons"

J. J. McCabe
AGENT
TORONTO, ONT.



—makes the baking good

When the housewife uses **Forest City** Baking Powder the result is light, fine-grained, tasty baking.

To the dealer it means a satisfied customer and continued patronage.

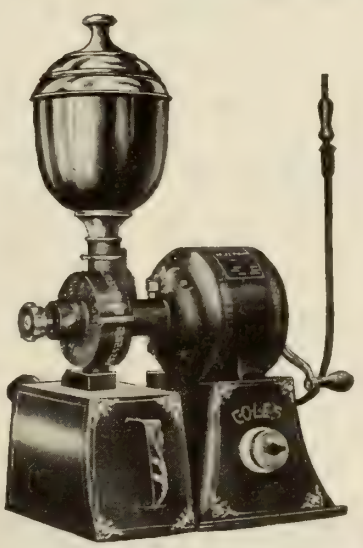
Forest City has been a home favorite for over 25 years.

Stock and Display.

Gorman, Eckert & Company
LIMITED
London Ontario
Western Selling Agents
Mason & Hickey, Winnipeg

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference—as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

You Want This

Taylor's Prepared Mustard

IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

Raw Materials and Equipment

Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.

The Biscuit & Cracker Mfrs. Co.
105 Hudson St. New York City

HOLLAND RUSK

The many ways in which it can be served make it a quick seller —a fast repeater. Keep it where your customers can see it, and watch the sales grow.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH A WANT AD. IN THIS PAPER.

COMBINE BARRAL

Preparation for preserving freshness of eggs. A very simple process for preserving eggs from one laying season to another without losing any of their qualities.

REFERENCE AND CIRCULAR FREE.

Octavier Rolland, P.O. Box 2363, Montreal

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

When they ask for credit give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe

Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

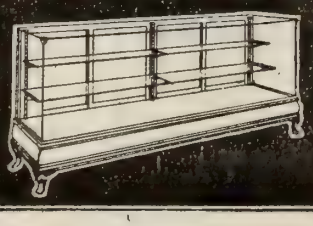
For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Before placing YOUR ORDER for

SHOW CASES, STORE FRONTS ETC.



Write us for full particulars and estimates

KENT, SON & CO.
261 King St. West
TORONTO

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

WANTED—RELIABLE RETAIL GROCER in Toronto or Montreal to handle a weekly supply of fresh eggs. Box 49, Canadian Grocer. 295

BUSINESS FOR SALE

GOOD, LIVE GROCERY BUSINESS IN busy town for quick sale. Stock and fixtures valued at $5,000. Box 315, Napanee. (612)

AGENCIES WANTED

WE SOLICIT REPRESENTATION OF grocer and confectioner lines for British Columbia. Will give preference to firm willing to carry stock here. Smith & Lord, 148 Hastings Street West, Vancouver, B.C. (529)

GROCERY COMMISSION BROKER, OPEN to represent independent or combined canners. Not unwilling to take a financial interest, if necessary. Letters, Box 48, Canadian Grocer.

FOR SALE

GROCERY AND STAPLE DRY GOODS business for sale. Excellent location in growing suburb of this substantial city. Fine opportunity for live man. Brick building, living rooms above store, can be bought in connection. Box 672, Nelson, B.C. (529)

BUSINESS WANTED

WANTED TO HEAR FROM OWNER OF good grocery or meat market for sale. State full particulars. Western Sales Agency, Minneapolis, Minn.

The gathering of the clans

"On to Toronto!"

You have doubtless noted with gratification the great movement for honesty and square dealing which is revolutionizing American and Canadian business methods. Our goods, our salesmanship and our advertising are being cleansed and vitalized by the spirit of truth and sincerity.

As a result we see a growing public confidence in manufactured products and their advertising —a confidence which, if preserved and fostered, will decrease our costs, increase our profits, and become a business asset of incalculable value.

Foremost in the fight which has brought about this revolution stand the Associated Advertising Clubs of America, whose emblem is shown above. If you are a business man, interested in the manufacture, distribution, or selling of commodities of any nature, you should attend the Tenth Annual Convention of the A. A. C. of A. at

TORONTO

June 21-25, 1914

At this Convention you will hear the inspiring story of the manner in which these tremendous reforms are being effected. More than this, you will hear the problems of distribution, merchandising, salesmanship and advertising discussed by able and successful business men, in a series of open meetings.

These meetings will cover the questions of chief interest to the 10,000 business men comprising the 140 clubs of the A. A. C. of A. —*your own* problems included.

EDWARD MOTT WOOLLEY, the famous writer on business topics, has written a booklet entitled *"The Story of Toronto."* This booklet describes in a forceful, intensely interesting manner, the wonderful work the A. A. C. of A. are doing for clean advertising and square business methods, and the significance and importance of the Toronto Convention. This booklet will be sent free to all business men asking for it on their business stationery—together with detailed facts as to the convention programme and rates for accommodations.

Address Convention Bureau

Associated Advertising Clubs of America

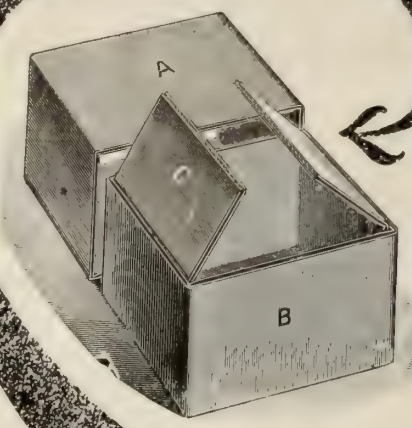
Toronto **Canada**

Style 75 Cellular Express and Freight Box

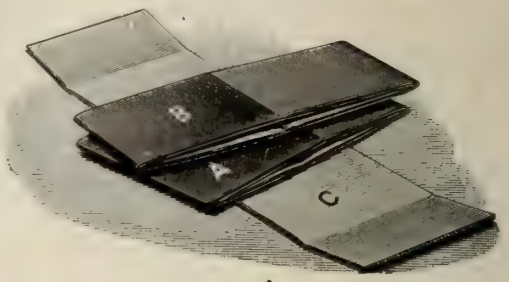
half the weight of a light wood-box

Think, Mr. Wholesaler, Mr. Canner, Mr. Packer, what a saving of room in your shipping department can be effected by the use of Thompson and Norris Cellular Express and Freight Boxes. Note the difference in space required for the box "set up" and "knocked down."

There is a box to suit every requirement, boxes that will stand any kind of abuse in transportation. T. and N. Boxes are easier to pack and are half the weight of the same size wooden box. Further details of your shipping proposition on request. The illustration shows only one of our many styles. We furnish a style that best suits your needs. Let us know your requirements. **Write for illustrated catalog.**



Set up



Knocked down

The Thompson & Norris Co.
of Canada, Limited

Niagara Falls, Ontario Brooklyn, N.Y. Boston, Mass.
Brookville, Ind. London,Eng. Jülich, Germany

T&N

For Picnics and Luncheons P.F. Delicacies are Winners

It will pay you to cater for the picnic trade with a full range of P.F. quality biscuits. They are light, tasty, and retain their fresh oven crispness. Customers will come your way to get them.

Ask your wholesaler or our nearest representative for complete price list.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St., Montreal.

PEEK, FREAN & CO., Limited, Biscuit Manufacturers
LONDON - ENGLAND

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Give All Our Travellers A Welcome

Every time they call at your store you can safely say to yourself that you will not only receive interesting market news, but at the same time have a number of genuine bargains laid before you. It is this real service in

TEAS

which has put us well ahead as the people with the popular blends.

JAPANS

VICTORIA AND PRINCESS LOUISE are the leaders. There is a generally pleasing nip and cup quality is excellent.

In 30 and 40-lb. boxes. In 80 and 90-lb. half-chests.

INDIA AND CEYLON BLACKS

The choicest leaf only. A real blend.

90-lb. chests. 50-lb. half-chest.

CEYLON GREENS

The best of Canadian households seem to request DUCHESS AND LADY brands all the time. The reason is evident. In half-chests.

CHINA TEAS

Put in a stock of 30 and 45-lb. boxes of IMPERIAL, PEA LEAF, PIN HEAD.

YOUNG HYSON

In boxes and half-chests.

JAPAN SIFTINGS
GREEN CEYLON SIFTINGS

In 70 and 80-lb. boxes.

Always a full stock of Package Teas—Lipton and Tamilkande.

Laporte, Martin, Limitee

568 St. Paul Street - MONTREAL, Que.

Telephone: Main 3766

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST

is a success everywhere. You can make it a success in your store if you push it. It pleases the customer because of its cleansing power. It pleases the dealer because of our extensive, expensive, persistent, insistent advertising, which reaches everywhere and stimulates demand.

GOLD DUST practically sells itself.

MADE BY

The N. K. Fairbank Co., Limited
MONTREAL

Finest Quality *Whittemore's Shoe Polishes* Largest Variety

Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"BULLY SHINE." A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contains oil and waxes to polish and preserve the leather. Also Russet Bully Shine for tan leathers. Large tin boxes. **Boxes open with a key. Retail 10c.**

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a key. Retails 10c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **"BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

"BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retails 25c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A. For sale by the Wholesale Grocers in all Canada.

Why wood is better than metal

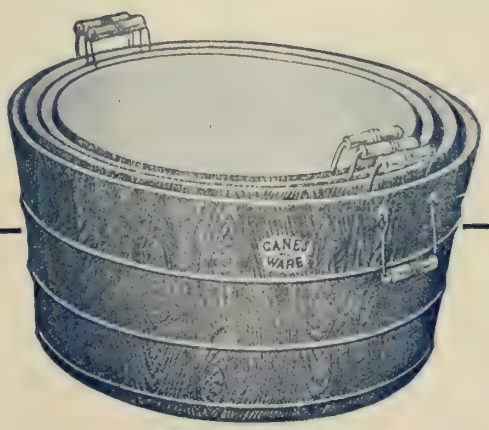
Wooden Tubs and Pails will not rust, and they retain heat longer than those made of any other materials now sold on the market.

Cane's Woodenware, including pails, tubs, washboards, butter molds, etc., are made of carefully selected, evenly-grained wood—the best for the purpose that money can buy. Cane's products are unsurpassed for strength and durability.

Our long experience serves to prove this statement, and our **absolute guarantee** leaves no room for doubt.

If you do not already handle the Cane lines it will pay you to get a supply now. They are home necessities and are especially in demand during the house-cleaning season.

The Wm. Cane & Sons Co.
Limited
Newmarket **Ontario**



TEAS COFFEES
JELLY POWDER
BAKING POWDER

Wholesale Grocers and Importers to the Canadian West

Service to-day in conducting a business is more important than it has ever been. We have laid the full amount of importance on this by locating our wholesale houses at the most central points, thereby greatly facilitating the speed with which we can serve the entire trade of the West.

Our representatives cover all parts of the West with a complete range of groceries.

The finest quality of goods is represented in Royal Shield Brand

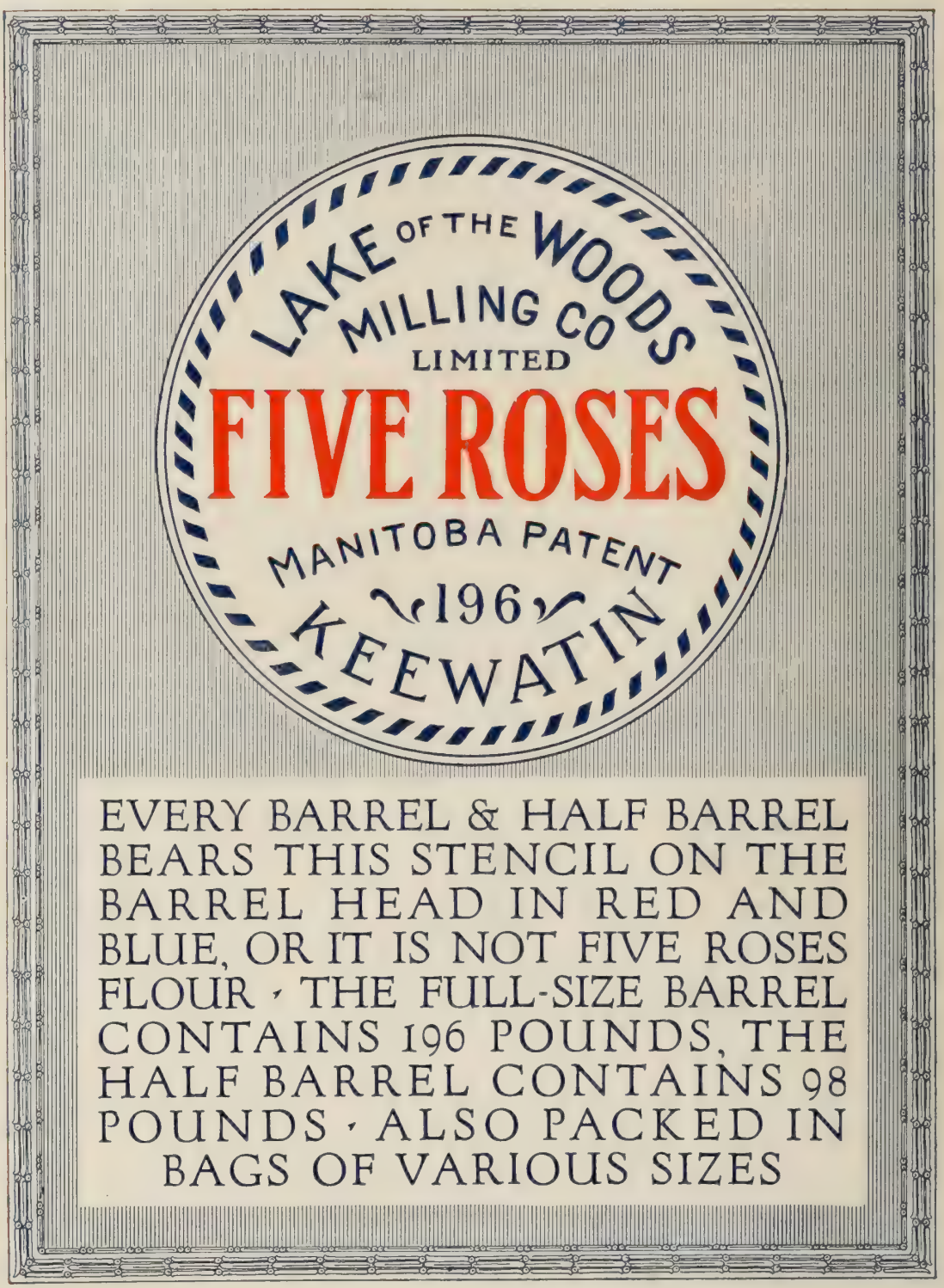
If you have never tried the Royal Shield specialties you do not realize their value in catering to a particular trade. These lines are the finest goods procurable and have gained an enviable reputation throughout the trade for their high quality. Our service is at your disposal. Try Royal Shield Specialties.

Campbell Bros. & Wilson, Ltd.
WINNIPEG

Campbell, Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON & LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd.
REGINA



EVERY BARREL & HALF BARREL BEARS THIS STENCIL ON THE BARREL HEAD IN RED AND BLUE, OR IT IS NOT FIVE ROSES FLOUR · THE FULL-SIZE BARREL CONTAINS 196 POUNDS, THE HALF BARREL CONTAINS 98 POUNDS · ALSO PACKED IN BAGS OF VARIOUS SIZES

CAMP FOODS AND CAMP SUPPLIES NUMBER

CANADIAN GROCER

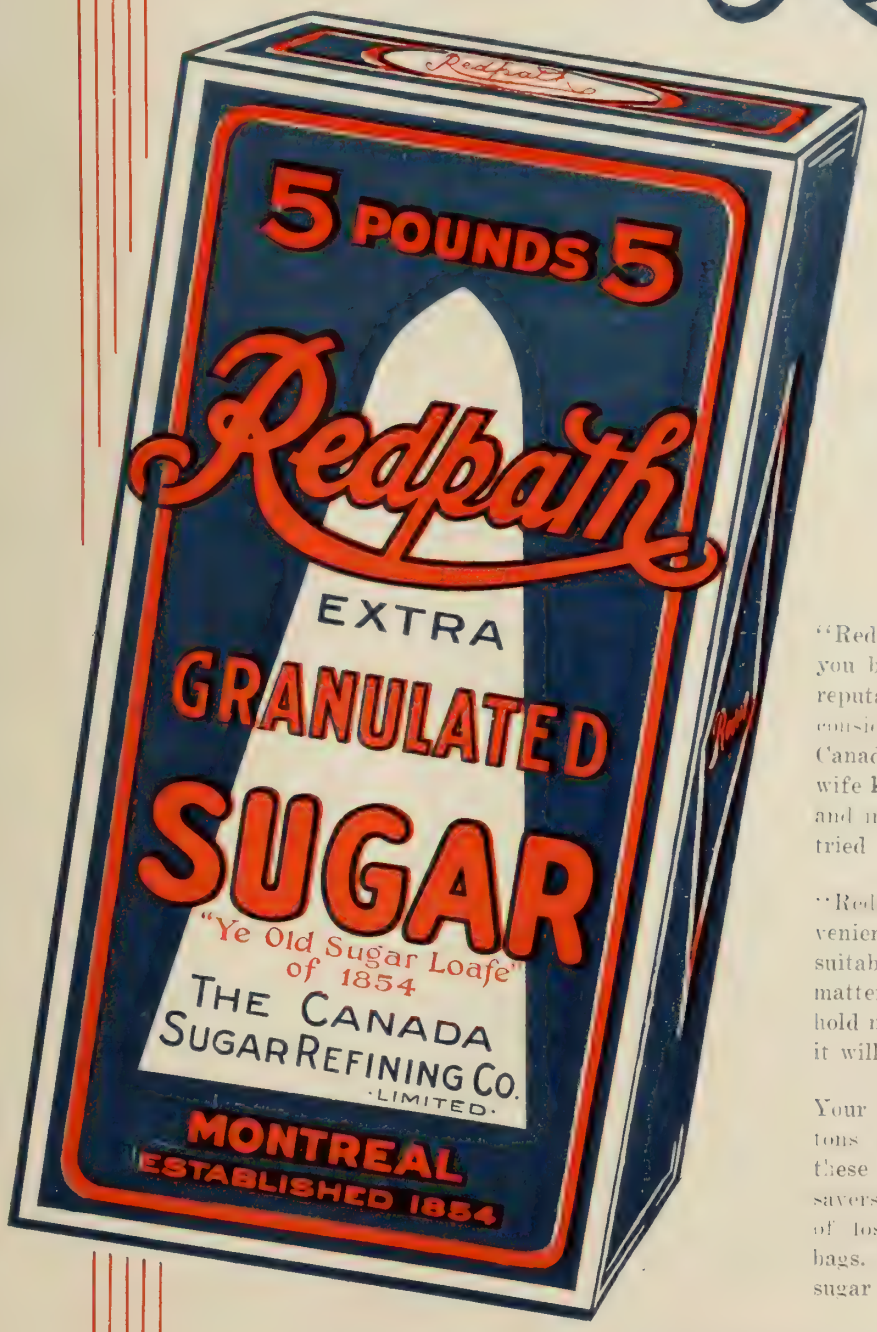
Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, JUNE 12, 1914. No. 24

Sugar at its best

Redpath



Extra Granulated

SUGAR

2 lb. and 5 lb. Sealed Cartons

10 lb., 20 lb., 50 lb., 100 lb. Bags.

"Redpath" Sugar will win trade for you because it is the sugar with the reputation for purity. It has been considered the "best sugar" in Canada for sixty years. The housewife **knows** its merits—she asks for it and insists on getting it once she has tried it

"Redpath" Sugar is put up in convenient packages for you to handle—suitable for your every customer, no matter how small or large the household may be. Stock all our packages, it will pay you.

Your shelves trimmed with our cartons invite customers to purchase: these cartons are time and labor-savers for you and there is no danger of loss in delivery through broken bags. Both bags and cartons contain sugar refined to absolute purity.

Canada Sugar Refining Co., Limited

Montreal

All your customers will want to camp

On the trail of a line that

has the combined qualities of being wholesome, nutritious and delicious. Something hot on a chilly night makes the next day brighter.

Put up in tins and five-cent packages, a convenient and portable commodity for every camper.

Sold by all Grocers.

La Perle
Pure French Olive Oil

The people's proven brand

W. G. Patrick & Co., Limited

Toronto

Montreal **Winnipeg** **Vancouver**

For washing delicate summer lingerie there's nothing that equals

II Gold Medals II

II Gold Medals II

You can recommend this soap, Mr. Dealer, to your most exacting customers. "Le Calice" is a pure, honest piece of soap. It is the soap for the most sensitive complexion or delicate lingerie.

"Le Calice"
Castile Soap

is pure as oil and skill can make it. It is not a tallow soap—positively contains no animal fat of any description.

Le Calice is the soap for quick, easy washing.

Made in France by M. D. Leca & Co., Marseilles.

Always keep a good supply of this quality soap on hand.

Arthur P. Tippet & Company
Agents
MONTREAL

Our Seal TUCKETT'S SMOKING Tobacco

If fond of a good pipe yourself smoke "OUR SEAL" Tobacco

This is the supreme result of six years' experimenting in the blending of tobacco leaves to produce an article that is both mild and satisfying—a rich, mellow tobacco, with a pleasing delicate flavor and fragrance, made from the properly grown and ripened leaves of the finest Virginia plants.

Try it yourself and stock it for your best trade. Smokers all appreciate "Our Seal."

Get it from your wholesaler.

TUCKETT LIMITED, Hamilton, Ontario

Canadian Canners

What's your idea regarding glass packages? Isn't it a fact that the only reason you have not put your product in glass has been because there was no satisfactory closure? Since the Anchor Cap was perfected, in the United States particularly, every packer has either changed or is preparing to change from tin to glass containers. The glass package with Anchor Cap compares favorably in cost with the tin container; it allows good goods to be properly shown, and the consumers are highly gratified at being able to procure a package which they know to be hygienic in every respect.

Anchor Caps will seal tumblers, bottles, or jars, as desired. All Anchor Caps are perfectly air-tight; and may be used either with or without a Vacuum. Anchor Caps are made in Toronto, and all Canadian glass manufacturers supply glassware for Anchor Caps.

It will be to your interest to have the merits of the Anchor Cap demonstrated in your own factory under your own local conditions.

Anchor Cap & Closure Corporation of Canada, Ltd.

Sudbury St. West, Foot Dovercourt Road

TORONTO, ONT.

E D S

Warm Summer days suggest E.D.S. Raspberry Vinegar——

In hot weather there is a big demand for cooling, thirst-quenching beverages. Are you prepared to meet the need? You should be ready with a good stock of sparkling, thirst-quenching

Raspberry Vinegar

A very delicious beverage with a flavor all its own. See to your stocks.

Made only by

E. D. SMITH & SON
LIMITED
WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

Fill the hampers of the outing folk

They are starting off for camp or picnic — the grocer who handles quality food products gets the orders to fill their hampers.

Almost the first item thought of is something hot or cold to drink, tea, coffee or cocoa, all of which at once suggests the old reliable

BORDEN'S Milk Products

No outing meal is complete without Borden's — easy to carry, always fresh, makes a drink doubly delicious.

Borden's coffee and cocoa are refreshing and nourishing when previously prepared and kept icy cold in a Thermos bottle.

Borden's Milk products have no season. Every day finds new uses for them. They are the household standby — always healthful because invariably sterile and pure.

Display your stock now and share in the profitable Summer demand.

Borden Milk Co.
Limited
"Leaders of Quality"
MONTREAL

Branch Office:
No. 12 Arcade Bldg.
VANCOUVER, B.C.

JAPAN TEAS
FURUYA & NISHIMURA

Surplus Onion Setts for Planting

We offer surplus of our extra fine stock as below, subject to previous sale. Wire your orders at once.

ONION SETTS.

Dutch Setts, Yellow	$12.00
Dutch Setts, White	13.00
Dutch Setts, Red	12.00
White Multipliers (extra fine)	18.00
Shallots or Multipliers	8.00
Garlic Setts	15.00

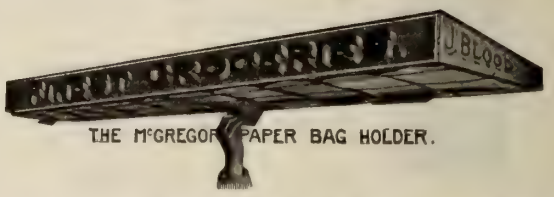
Spread your Onion Setts out thinly in a cool, dry place promptly on arrival, and prevent heating and growth.

Write us for anything you need in Seeds.

Toronto Phone Main 1510.

WM. RENNIE CO., LIMITED, TORONTO

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

"Yes, Ma'am WINDSOR is the best Table Salt we handle

CIRCULAR STYLE

DRY DUSTING MOP

You can retail this style mop at 75c.

YOUR PROFIT IS 50%

On the Tarbox "no oil" Mop. It is chemically treated. It collects dust and holds it.

The Tarbox is a better mop at a lower price—a popular price which is 25 per cent. less than imported mops. It is easier to sell and yields you a larger profit. Sell the

TARBOX

DRY NO OIL DUSTLESS

Mops and Dusters

They satisfy every user. Every user will help you to sell more. That's a fact.

Stock the Tarbox Mops TO-DAY. Get the larger profit and sell for the lowest price.

Supplied through Jobbers

Write NOW for our proposition.

TARBOX BROS.

274 Dundas Street : TORONTO

Making the best use of all storage space

You can overcome the lack of storage space by systematizing it—by utilizing the side walls in a way that will make every square inch valuable.

Here is the way one of our grocer friends solved his storage problem, as told by himself:

"My grocery store is small, but growing; in fact I had to shove the partition back to give me more selling space, thus curtailing my already small storage space. It was this move that necessitated my planning out the reserve stock system I'm about to describe.

"In the first place I had a stock of wooden boxes which had accumulated, some I intended to return for rebate, but most of them not returnable and yet valuable. I cleaned the floor around the north and south wall and part of the east, took the most uniform boxes and piled them neatly and systematically around the entire wall nailing each to the wall to make the whole structure secure. Each box had one or two boards of the lid left, leaving the rest of the opening at the top and to the front. These served the purpose of bins for the various lines kept in reserve, from potatoes and other vegetables to canned and package goods, etc. Attached to each bin was a reserve stock card from which the amount of goods taken forward was deducted each time. This made the weekly ordering of goods a very simple matter and insured against getting overstocked in any line, and also facilitated the filling of orders, which was always done on a table in the centre of the stock room and mostly from reserve stock. The shelving space of the store being limited, was kept only for fresh clean samples and the selling was not interfered with by the filling of orders!"

This idea may be carried out more elaborately by going to the expense of having bins built by a carpenter, but the idea, no matter how carried out, is worth adopting. It means system, which means better service for your patrons, easier work for yourself and more efficiency. It means more room for the display of your attractive lines, such as the handsomely labelled White Swan products—the products that are of superior quality and absolutely pure, bearing the Dominion Government form of warranty on every package.

Display them well and your stock bins will need replenishing often. They're repeaters.

Write for catalogue.

WHITE SWAN
SPICES AND CEREALS, LIMITED
TORONTO, ONT.

Look for White Swan Logic next week.

NOW MADE IN CANADA

WRITE YOUR JOBBER TO-DAY FOR

NEW PRICES

S. WHITTAKER, SONS & PURDY, Limited

Paragon Preserve Works

MANCHESTER, ENGLAND

New Season's Whole Fruit Strawberry Jam
New Season's Whole Fruit Raspberry Jam
New Season's Black Currant Jam

Quality unsurpassed. Competitive prices.

ORANGE JELLY MARMALADE

Brilliant in Colour.
Delicious in Flavour.
A big seller wherever introduced.

Quotations and samples from the Sole Agents in Canada

DAVIDSON-BOWLES, Limited

86 Wellington Street West TORONTO

Aylmer Canned Chicken

is real Chicken and is Government approved

For Picnics, Camps

and as a summer dish for the Household

AYLMER CANNED CHICKEN

is unequalled

Although the price looks high, yet considering each tin contains solid pressed Chicken with all bones removed, labor and waste considered it is cheaper than home-cooked poultry.

Feature AYLMER CANNED CHICKEN in your windows during the Summer Holidays. If you put a live chicken in your window with the display it will attract a lot of attention and increase sales.

We shall be glad to send you some window cards featuring AYLMER CANNED CHICKEN.

AYLMER CANNED CHICKEN is NOT a luxury

Jackson's Real English Camphorated Wax Polish

THE ORIGINAL and GENUINE PREPARATION for producing a beautiful and lasting lustre on STAINED, PARQUET and HARDWOOD FLOORS, FURNITURE, FIXINGS, WOODWORK of every kind and wherever refined and durable polish is desired. Used on LINOLEUM, HARNESS, CAR and CARRIAGE HOODS, BROWN BOOTS, LEGGINGS—and all kinds of LEATHER it gives a BRILLIANT and WATERPROOF POLISH and so nourishes and preserves the material that the durability is greatly increased.

Packed in Patent Double-Lidded, Air-tight Tins.

5 SIZES.

Decorated enamel finish, Yellow, Blue and Black.

NO PAPER LABELS USED.

NO SOILED LABELS.

Will keep fresh and good for any length of time.

MANUFACTURED BY

T. S. JACKSON & SONS, Corner Wharf, Malt St., London, S.E.

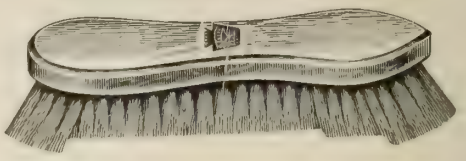
Contractors to H.M. ADMIRALTY, WAR OFFICE, CROWN AGENTS to the COLONIES, etc. ESTABLISHED 1852.

Messrs. B. R. HARRISON & CO., 505 Welton Building, VANCOUVER; Messrs. HARRISON, WHITE & BARKER, 439 Lougheed Building, CALGARY; W. B. BATE & CO., 172 King St. West, TORONTO, will furnish PRICE LISTS, SAMPLES, etc., or direct correspondence to JACKSON & SONS' WORKS will receive prompt attention.

Show Snap in your window
show it on your counters

Every household is a prospective user of "**Snap,**" the hand cleaner superb. It removes instantly all kinds of stains and dirt without the slightest injury to the most tender skin. Every dealer should carry **Snap.**

Snap Company, Limited
Montreal



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

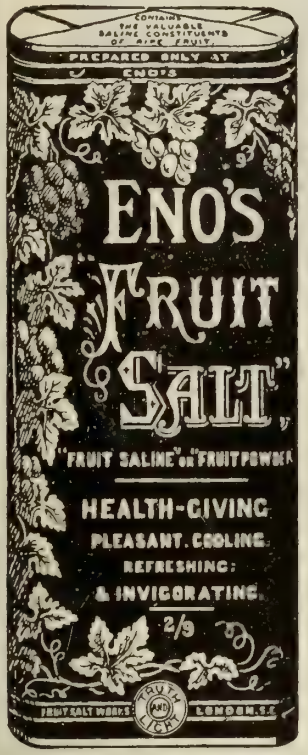
and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company

Limited
Port Elgin, Ontario.

Every Household and Travelling Trunk ought to contain a bottle of

ENO'S "FRUIT SALT"



A gentle, natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for more than forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

"SHELL" BRAND

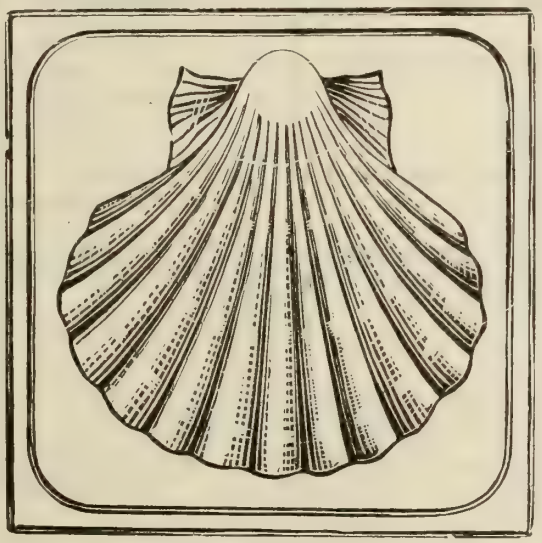
("La Coquille")

Genuine Imported French Castile Soap

The Standard of Purity

Has the largest sale of any Castile Soap in the Dominion.

For sale by all wholesale houses.



A Pure Oil Soap

This soap is especially manufactured by

Messrs. Couret Freres
Marseilles, France
for
Messrs. Estrine & Co.

P. L. MASON & CO., Toronto, General Agents

Kops Ale & Kops Stout

(Non-Alcoholic)

Ideal Summer Beverages

Scientifically brewed from the finest Kentish Hops, retaining the healthful, bitter principle derived from Hops only. They are, nevertheless, non-alcoholic and non-intoxicating.

There are no more wholesome, salutary, palatable beverages than these.

Possess distinct tonic and stimulating properties.

If you did not try them last Summer, we should like to make arrangements to supply a sample lot.

THE BEST FOR YOUR TRADE.

CANADIAN AGENTS:—Nelson, Shakespeare, Watkins, Ltd., Vancouver, B.C.; Ruttan, Alderson & Lound, Ltd., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; Royal Stores, Ltd., St. John's, Nfld.

KOPS BREWERIES, London, S.W., England

John Duncan & Co.

Montreal

TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

BEST INCORRODIBLE

TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton

For You!!

Have you investigated our Turkish Delight Proposition?

A few dealers thought there was "nothing to it" until they got prices and samples. Then they started to sell, and have been increasing all along.

Sultana Turkish Delight is really rich, and a profit-winner.

Write

Oriental Produce Co., Montreal

7-20-4

These figures do not represent any sum of money. They stand for one of the best ten cent smokes on the market.

7-20-4

is made from choice leaf only, and has proven itself a seller wherever introduced.

We Want Live Representatives.

THE SHERBROOKE CIGAR CO., Limited

Sherbrooke, P.Q.

CLARK'S

MR. GROCER, can fill your shelves with the finest assortment of Camp delicacies procurable.

CANNED MEATS THAT SELL

Corned Beef
Roast Beef
Boiled Beef
Roast Mutton
Boiled Mutton
Plum Pudding
Lunch Ham
English Brawn
Veal Loaf
Beef Ham Loaf
Beef Loaf
Boneless Pigs' Feet
Minced Collops
Beef Steak and Onions
Jellied Hocks
Stewed Kidney
Irish Stew
Cambridge Sausage
Sliced Smoked Beef
Potted and Devilled Meats, **all varieties**
Mincemeat
Picnic Pates
Tongue, Ham and Veal
Soups (Concentrated)
Boneless Chicken
Chicken's Breast

OX and LUNCH TONGUES in all sizes

Etc., Etc.

Clark's
Pork and Beans

Order Now

W. CLARK, Limited, Montreal

Right Now

YOUR sales of canned goods should be increasing. The prices are the lowest they have been for years. Let us replenish your stock with **TARTAN BRAND**—the brand that has stood the test of years—it cannot be beat for quality and purity.

Introduce the **TARTAN BRAND** to your customers—they will appreciate your regard for their interests.

The majority of "quality" grocers from Hamilton to Vancouver handle the TARTAN BRAND. Are you one of them? It will pay you to get into line.

Book 1914 Canned Goods with us. We will protect you fully.

Tartan BRAND

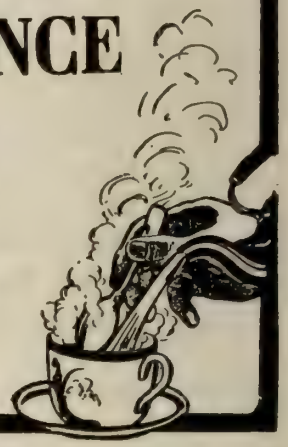
THE SIGN OF PURITY

Groceries, Spices, Canned Goods, etc., etc., etc.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON, ONT.**

SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.



Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

Century Salt

Pure, even crystals

This is the evidence of the extreme care taken in the refining and packing of **Century Salt**. The salt that is best for table or dairy. Every store should handle **Century**. Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads

THE DOMINION SALT Co Limited

SARNIA - ONTARIO

The tobaccos that make the Dollars come—

Rose Quesnel (Smoking)

Master Mason (Smoking)

King George Navy (Chewing)

Maple Sugar (Chewing)

The Rock City Tobaccos are the lines that produce repeats—they are the choice of Tobacco users everywhere. It will pay you to keep these popular lines to the front. Order from your jobber.

The Rock City Tobacco Co.

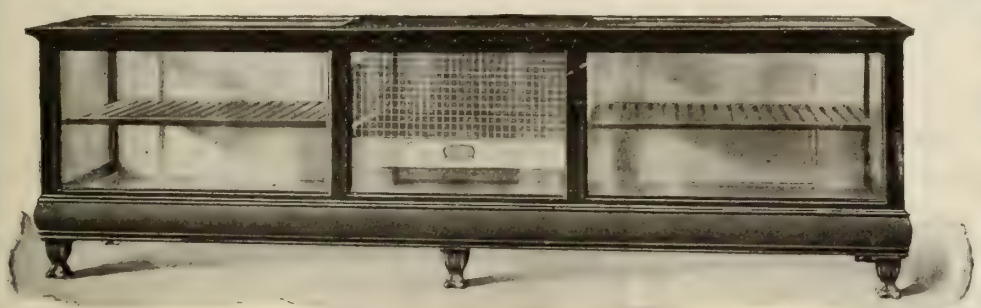
Quebec Winnipeg

St. Lawrence

Extra Standard Granulated.

The Sugar that is 100 per cent. pure cane.

Arctic is the keynote to refrigeration satisfaction.



The Arctic system gives the maximum amount of dry cold circulating air for the quantity of ice used, whether in silent-salesman or refrigerator. Everything "Arctic" gives refrigeration satisfaction, gives a handsome appearance to the store, and adds to store service.

Catalog sent on request.

John Hillock & Co.
Limited
TORONTO, ONTARIO

Agents:—Quebec and Maritime Provinces: Wolf, Sayer & Heller, Montreal. Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask.

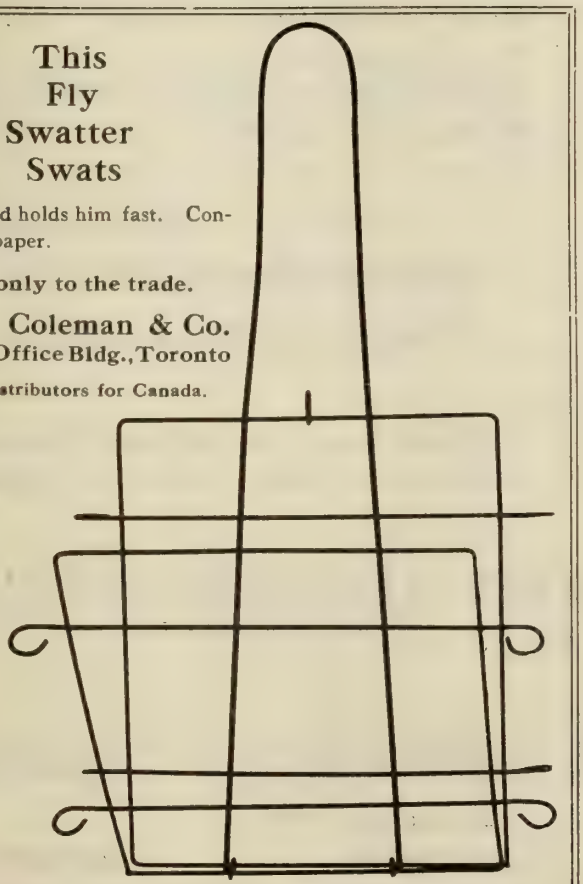
This Fly Swatter Swats

the fly and holds him fast. Contains fly paper.

Sold only to the trade.

R. W. Coleman & Co.
Crown Office Bldg., Toronto

Sole Distributors for Canada.



$25.00 Per Gross.

RONUK POLISHES

RONUK FLOOR POLISH

RONUK FURNITURE POLISH

RONUK SHOE POLISH

——will open up new fields of business for you ——every one of the Ronuk Polishes has many uses——some of them entirely new to your customers.

For instance, Ronuk Floor Polish is an excellent dressing for linoleum——improves its appearance, lengthens its life, etc.——can't you see a new field there?——people have not used a linoleum dressing before, but they will, as soon as they realize its value——and the dealer who first tells them of that value is going to build a pretty nice trade for himself.

And, of course, Ronuk advertising is helping along the good work.

The first dealers to stock it will be the ones who "cash in" heaviest.

For information, prices, etc., write

RONUK LIMITED

Factory, Portslade ENGLAND — 91-93 Youville Sq. MONTREAL

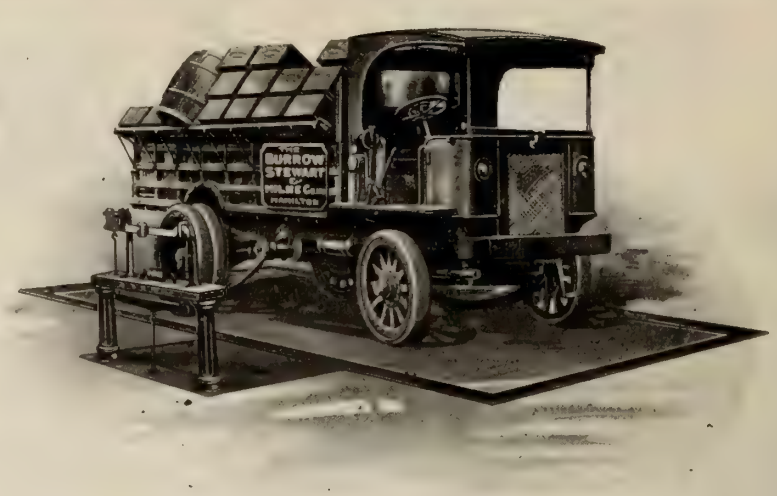
Canadian Head Office

53 Yonge Street, TORONTO

Wholesale Distributors:

Cochrane Hardware, Limited, at Sudbury, Sault Ste. Marie and North Bay, Ont.
The Marks, Clavet, Dobie Co., Limited, Port Arthur, Ont.
Chapples, Limited, Fort William, Ont.
The J. H. Ashdown Co., Limited, Winnipeg, Man.
The Brandon Hardware Co., Limited, Brandon, Man.
Miller Hardware Co., Limited, Portage la Prairie, Man.
Armstrong, Smyth & Dowswell, Limited, Regina, Sask.
The Wildren Moir Sales Co., Edmonton, Alta.
Douglas & Co., Limited, Amherst, N.S.
Sumner Co., Moncton, N.B.
Manchester-Robertson-Allison, Limited, St. John, N.B.
Robertson, Foster & Smyth, Limited, St. John, N.B.
W. H. Thorne & Co., Limited, St. John, N.B.

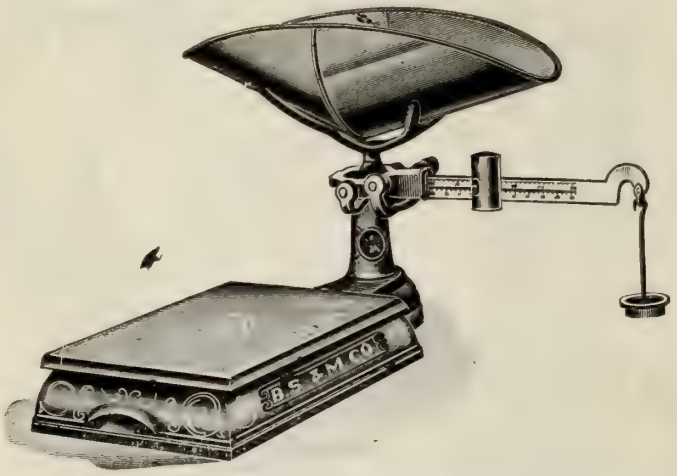
SCALES?



Yes,--We make them, EVERYTHING FROM A to Z

Here are some of them:—

Abattoir Scales.
Butchers' Scales.
Confectioners' Scales.
Dormant Warehouse Scales.
Express Package Scales.
Flour Mill Scales.
Grain Hopper Scales.
Hay and Coal Scales.
Industrial Track Scales.
Jewel Champion Scales.
Kitchen Scales.
Letter Scales.
Motor Truck Scales.
New Bathroom Scales.
Ore and Sand Scales.
Parcel Post Scales.
Quick Dump Grain Scales.
Railway Track Scales.
Stock and Farm Scales.
Tea and Spice Scales.
Union Counter Scales.
Very Best Platform Scales.
Weigh Beam Scales.
Xtra High-Grade Scales.
Young Cattle Scales.
Zinc and Galvanized Scales.



We are Specialists in Weighing Machinery

For Retail Store, General Store, Wholesale Warehouse, Packing House, or Factory

LET US FIGURE ON YOUR REQUIREMENTS

Complete new Catalogue No. 75, NOW READY

The BURROW, STEWART & MILNE CO., Limited

Established 1864 **Incorporated 1898**

HAMILTON	TORONTO	MONTREAL	WINNIPEG
Head Office and Factory	48-50 Lombard St.	36-38 St. Dizier St.	130 James Ave.

CAN-O-WAX

The pure paraffine wax that makes wash-day and fruit-day a holiday, put up in round sticks for convenience and economy.

CAN-O-WAX

Write for sample and price.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.

CAN-O-WAX

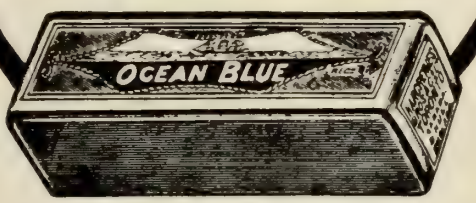
CLEAR PROFIT.

If you trade on the "money back" principle it remains a principle so far as

OCEAN BLUE

is concerned. You never have to put it into practice. Every sale shows a clear profit, cleared.

HARGREAVES (CANADA,) LIMITED,
33. FRONT STREET, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Donkin, Creeden & Avery, 117. Arcade Buildings, Vancouver, B.C.



The OVERSEAS EXPORT CO., Limited

CHRISTIANIA, NORWAY

SOMETHING NEW—

HARD CODS' ROES in tins

Delicious for Salads, Sandwiches, etc.

SARDELRINGS

Dainty little fish, filleted and curled, packed in Tomato Sauce and in Oil.

NORWEGIAN SARDINES, all grades
NORWEGIAN ANCHOVIES

Write to or call on the Sole Agents in Canada,

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West
TORONTO

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & COMPANY
Toronto
Ontario representatives for
D. S. PARTHENOPULO
Patras, Currants
Importers of Texan Rices, White Beans, Lentils, Imported Canned Goods, etc.

MORROW & COMPANY
CEREALS
TORONTO, - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

AGENCIES SOLICITED
Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.
M. D. BEARD
50 Front St. East - - TORONTO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

ONTARIO (Continued)

COLLECTIONS!
Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.
COMMERCIAL COLLECTION CO.
77 Victoria St., Toronto, Ont.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers
WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co., Ltd.
Wholesale Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering All the Wholesale Centres in the West

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

WESTERN PROVINCES—Continued.

COCKBURN-NOLAN CO., LIMITED
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited
Canned Foods, Limited
312-314 Ross Avenue Winnipeg

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG, MAN.

BRITISH COLUMBIA.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
867 Beatty Street . Vancouver, B. C

O'LOANE, KIELY & CO., LTD.
Wholesale Grocery Brokers and Commission Merchants. Canned Goods, Dried Fruits, Cereals and Grocers' Sundries. Buyers' and Sellers' Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun.
VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
CLAUDE BEAUCHAMP
223 Commissioners St., Montreal

IT IS POPULAR

and growing more so.

MAPLEINE

should be in all first-class stores.

ORDER FROM

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Or

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WN.

BRAND STUHR.

STUHR'S

CAVIARE

FILLETED ANCHOVIES

(In Brine).

ANCHOVY PASTE

(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

OAKEY'S

The original and only Genuine Preparation for cleaning cutlery.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contains no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache.
If you are feverish
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

Taking Tea With a Duke

An invitation comes to an Ontario family to spend a week-end with the Duke of Connaught at Rideau Hall, Ottawa.

Now, what would you do if you were honored with a similar invitation, and how would you expect to deport yourself?

It is natural curiosity that makes this article, by a Canadian writer, so interesting in the June MacLean's.

The week-end visits to the country homes of Old England are events of most charming hospitality. The complete hominess of the atmosphere is what endears such visits to all who have had the pleasure of enjoying them.

True hospitality and unconventional kindness radiate all round. The uncertainties of knowing how to act are forgotten. Read this interesting account.

Other features are unusually attractive and your library and office will be incomplete without a copy of Canada's leading magazine.

Its Canadian enterprise must appeal, by reason of its Canadian writers, its Canadian illustrators, and its unequalled Canadian cover artist's work—Mr. F. S. Coburn has won international glory. Seeing is subscribing.

Send us a postcard and have your name placed on our subscription list.

Subscription $2.00 a year. *Twenty cents a copy.*

WRITE DEPARTMENT M.

The MacLean Publishing Co.
LIMITED

143-149 University Avenue, Toronto, Canada

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

Vig-nol

a "God-send" to work-tired women

It is an effective, harmless washing tablet that cuts the hard work and dread out of wash-morning—does not injure the hands or the finest fabrics. No wash-board needed.

We have a special introductory offer for you. Write now.

Young Co., Limited, Sudbury, Ont., Distributors.

H. NAGLE & CO. P.O. Box 2024 **Montreal**
Jobbers, Write for Discounts.

WAGSTAFFE'S

1914 New Strawberry Jam, now ready for delivery.

Mr. Grocer,
THIS STRAWBERRY IS DE LUXE

The scarcity of Strawberries will make Wagstaffe's Strawberry Jam a good investment.

Get it in early.

Write direct, naming your wholesaler.

WAGSTAFFE LIMITED

PURE FRUIT PRESERVERS

Hamilton **Canada**

BANNER L&B BRAND

Still Flying On Top

The selling points that have given BANNER BRAND such a decided lead are:—

Unsurpassed Quality
Absolute Purity
Rich Natural Flavor

Can your ability as a salesman be backed by anything stronger, particularly when Banner Brand is already a prime favorite?

BANNER BRAND is put up in the **original** (though much imitated) **tumbler**, 12 oz.; Nos. 2, 5 and 7 gold-lacquered sanitary pails, and 30-lb. wood pails for bakers' use.

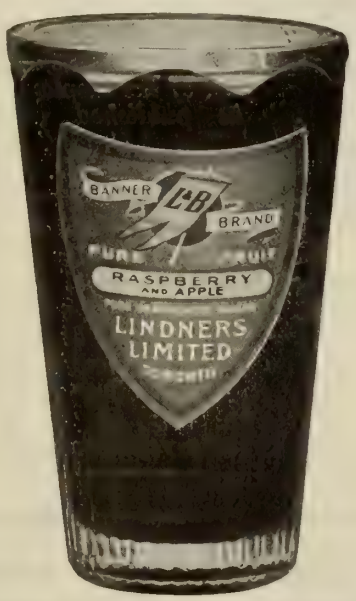
You will find it "a **mighty** good jam and a **mighty** good seller." Try it yourself, then order from your wholesaler. The profits are good.

Lindners Limited

WINNIPEG 306 Ross Ave.

TORONTO 340 Dufferin St.

Representatives:
Watt, Scott, Limited, Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.



ROYAL SHIELD BRAND OF GOODS

TEAS COFFEES
JELLY POWDER
BAKING POWDER

Wholesale Grocers and Importers to the Canadian West

Service to-day in conducting a business is more important than it has ever been. We have laid the full amount of importance on this by locating our wholesale houses at the most central points, thereby greatly facilitating the speed with which we can serve the entire trade of the West.

Our representatives cover all parts of the West with a complete range of groceries.

The finest quality of goods is represented in Royal Shield Brand

If you have never tried the Royal Shield specialties you do not realize their value in catering to a particular trade. These lines are the finest goods procurable and have gained an enviable reputation throughout the trade for their high quality. Our service is at your disposal. Try Royal Shield Specialties.

Campbell Bros. & Wilson, Ltd.
WINNIPEG

Campbell, Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON & LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd.
REGINA

$495 in Cash—48 Grand Prizes

Lever Brothers Limited, Window Dressing Contest.

An open letter to the Grocers and their Assistants of Ontario, Quebec and the Maritime Provinces

Dear Sirs:

In order to stimulate your interest in, and your sales of Sunlight Soap, Panshine, Lifebuoy and Lux, we have decided to offer you or your assistants an opportunity to win a handsome cash prize in connection with a window display of these four lines. We will divide the sum of **$495** into 48 grand prizes, open to grocers or their assistants in Ontario, Quebec, and the Maritime Provinces, only.

We have prepared a handsome window trim in colors and other advertising matter which will be sent you promptly when you write us that you wish to enter this contest. All you have to do then is to read the contest rules carefully and get your display in and send us a photo. There are no "strings" of any kind in this contest. No need to place a big order of goods to participate.

You are business man enough to know that a good deal of the success of your store depends on the efficiency of your assistants, and the interest they take in your business. So if you do not desire to enter the Window Dressing Competition under your own name, we suggest that one or more of your assistants enter, and in this way you derive the benefit through the publicity as well as increased business in these lines of soap.

Remember, brains count. No matter where you live, you will have exactly the same chance to win a prize as any store in the land. You all get the same display materials. You are all entering under the same rules. The judges will, of course, be absolutely impartial. The 48 winners must be the men or women who can make the best window displays, that's all. Remember, there are 48 cash prizes, 16 for each territory. Even if you don't get a $50.00 prize, you may win $35.00 or $10.00 in cash. Even a consolation prize of $5.00 is well worth winning.

You know Lever Brothers' are handsomely packed goods—they are heavily advertised—the advertising material we send you makes an excellent display. You can't lose, your store can't lose. You CAN win if you want to. All you have to do is to WANT to hard enough, and apply to,

Yours faithfully,

LEVER BROTHERS' LIMITED,

Toronto, June 1st, 1914. Toronto, Canada.

Don't forget that stocks of Sunlight, Panshine, Lifebuoy and Lux are essential to make this scheme pay you, and the better the display the better chance you have of a prize and the more goods you'll sell. These lines are all quality goods and big winners. They are heavily advertised. Their sales respond very quickly to any extra effort on your part. Get the stocks lined up.

Here are the Contest Rules—they are simple and fair to all!

1.—*The Window Display must consist entirely of Sunlight Soap, Panshine Cleanser, Lifebuoy Soap, Lux, and any of Lever Brothers' Toilet Soaps.*

2.—*The Display to be exhibited in the window for not less than one week.*

3.—*A photograph of the display, size 8" x 10", or as near as possible to that size, to be mailed to Lever Brothers Limited, Eastern Avenue, Toronto, Ont., not later than July 18th, 1914. Each photograph should be carefully packed between boards for protection in transit by post.*

4.—*The Sunlight Soap window trim, shown at the top of the illustration in this advertisement, must form part of the display.*

5.—*Results will be published in "Canadian Grocer" and "Retail Grocer" as soon after August 1st, 1914, as possible.*

6.—*The judges' ruling is to be considered final.*

7.—*As soon as you decide to enter, we will register your name under a number and send you a registered numbered label (along with the advertising matter) which will require to be pasted or gummed on the back of the photograph as a means of identification.*

8.—*No name or address or other writing must be placed on the back of the photograph, nothing but the registered label.*

The village store has the same chance as the big city fellow in Lever Brothers famous Window Dressing Contest. Enter to-day.

$495 in Cash—48 Grand Prizes

Lever Brothers Limited, Window Dressing Contest.

The contest judges will be the editor of "Canadian Grocer," the editor of "Retail Grocer," and Mr. J. J. Gibbons, of J. J. Gibbons Limited, Advertising Agents, Toronto. Absolute merit only, will be the basis of the awards. See that your photograph is a good clear one, taken on a bright, sunny morning if possible.

Here is a specimen window display just to give you a hint or two. Don't copy it exactly. Study how to improve on it. Remember the better your window, the better your chance of a big cash prize, AND THE MORE GOODS YOU SELL.

Note all our 48 Prizes are CASH. Money talks. We want your hearty

co-operation and it will pay you BIG to join in and give your store a window display that your town will not forget for weeks!

Province.	1st Prize.	2nd Prize.	3rd Prize.	4th Prize.	Consolation Prizes.
Ontario	$50.00	$35.00	$10.00	$10.00	12 prizes of $5.00 each
Quebec	$50.00	$35.00	$10.00	$10.00	12 prizes of $5.00 each
Mar. Prov.	$50.00	$35.00	$10.00	$10.00	12 prizes of $5.00 each

Don't delay. Send in your name and address to-day and state whether you are proprietor of the business or assistant. Address Lever Brothers Limited, Contest Dept., Toronto, Ont.

Keep your eye on a BIG Prize——Go after a $50 Award

JOHN BURGESS & SON, Limited

Sauce and Pickle Manufacturers

LONDON, ENGLAND

The firm was established in 1760 and for over 150 years has been manufacturing goods which have stood and still stand

PRE-EMINENT IN QUALITY.

Essence of Anchovies
Savoy Sauce
M. M. PICKLES
Chutnies
Capers
Fish Pates, Etc.

THERE MAY BE GOODS AT LESS PRICES, BUT THERE ARE NONE OF EQUAL VALUE.

Write to or call on the Sole Agents in Canada

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West, - - TORONTO

Always ready to serve from the Jar

DOES NOT EVAPORATE —NO WASTE

A finished flavor not obtained from dry Mustard

BAYLE QUALITY

ORIGINAL AND ONLY GENUINE

HORSERADISH MUSTARD

Guaranteed—It sells itself wherever offered.

Canadian Agents: Ruttan, Alderson & Lound, Ltd., Winnipeg; Maclure & Langley Co., Toronto; G. C. Warren, Regina; C. E. Jarvis, Vancouver.

MADE ONLY BY

Geo. A. Bayle, St. Louis, U.S.A.

Established 1888—Originator of Horseradish Mustard, Peanut Butter, Horseradish Cream, Etc.

A Profitable and Quick-Selling Line

10c.

10c.

Neat, Effective, Light, Durable
SELLS ON SIGHT

THE Wire Netting, which is securely fastened to a neat Wood Handle, is practically invisible; the air passes perfectly between the strands, and the stroke to dispatch the fly is delivered surely and effectively. Kills without crushing, and does not soil the most delicate fabrics or injure the highest polish.

Put up in boxes of One Dozen. Each box of the "King" contains a Counter Display Stand for Six Killers.

"KING" 85c. per dozen
"SWAT-STICKA" 45c. per dozen

5c.

5c.

Obtainable from Wholesale Grocers and Wholesale Hardware Firms

J. A. Hendry, 75 PRINCESS STREET KINGSTON, ONT.

Agents for the Dominion of Canada

The New Welch Plant at St. Catharines, Ont.

So that we may give our constantly increasing patronage in the Dominion the service and attention it deserves, we are erecting a completely new and thoroughly modern plant at St. Catharines, Ontario, for the production of

Welch's

Grape Juice

Situated as our St. Catharines Plant is in the heart of the splendid fruit section we shall be able to encourage the growers of Concord grapes to a still greater and better production, just as we have in our other locations.
The St. Catharines plant will be finished and in operation in October, when Concord grapes are ready.
Dealers who are unacquainted with the solid trade advantages to them in handling Welch's are requested to write us at once. Welch's is now sold by leading jobbers throughout the Dominion.
Write us for our dealers' helps, store advertising material, etc.

The Welch Grape Juice Company

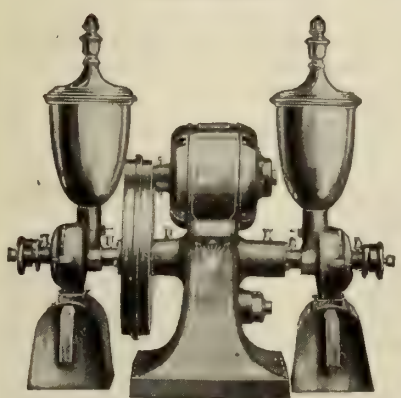
WESTFIELD, N.Y.

Mr. Grocer—

Do you know how many of your customers go elsewhere to buy their coffee because you do not grind it the way they want it ground?

Install a HOBART ELECTRIC COFFEE MILL and get a quick answer.

Hobart
REG U.S PAT OFF



stands for---

The Best, Quick, Up-to-the-minute Service.
Willing coffee-selling clerks, because it is easier for them to snap the button than to grind away on an old hand mill.
Increased sales, therefore increased profits.
Satisfied customers.

HOBART builds Electric Coffee Mills to suit every need.

Write to-day for Catalog. It is free.

The Hobart Manufacturing Co.

105 Church St., Toronto, Ont.

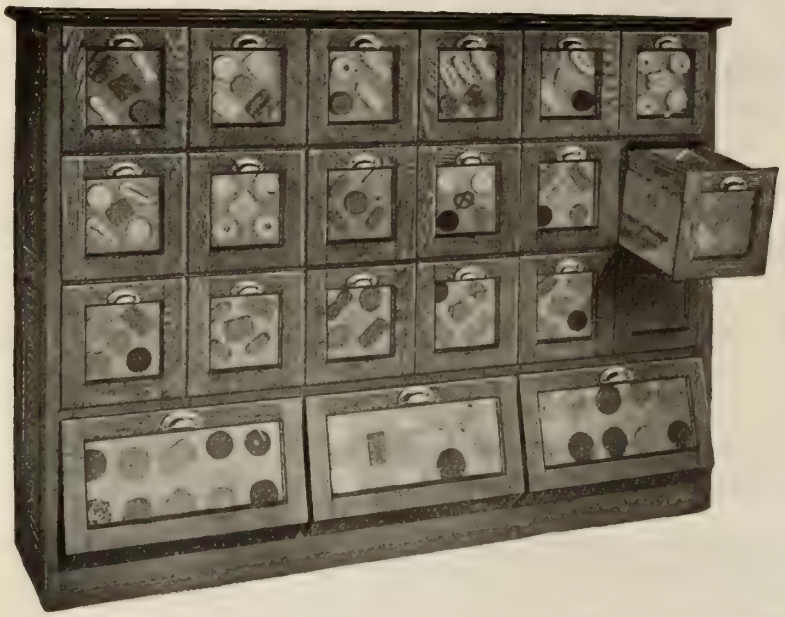
RYAN BROS., 110 James Street East, Winnipeg, Agents for Manitoba, Sask. and Northern, Ont.

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6′ long and 54″ high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.



Stock lengths are 6′, 8′ and 10′, but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.

Walker Bin & Store Fixture Co.,
LIMITED
Berlin, Ontario

Representatives:
Manitoba:—Watson & Truesdale, Winnipeg, Man.
Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.
Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.
Montreal:—W. S. Silcock, 33 St. Nicholas St.
Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake Manitoba

ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

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IV. Face to Face Salesmanship
V. The Evolution of Advertising
VI. The Weak Side of Advertising
VII. The Principles of Efficiency Applied to Advertising
VIII. The Building of an Advertisement
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PRICE, $2.00 NET
Postage, 13 cents additional

TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.,
143-149 University Avenue, Toronto

The Obvious Advantages of Handling

"SALADA"

You always have FRESH TEA which ***is most important,*** as all Tea deteriorates with age.

You carry a ***small stock,*** and ***little capital*** is locked up.

You make ***no loss*** in weights—you have ***no complaints*** from customers.

You quickly ***kill off*** your ***most dangerous*** competitor—the pedlar.

You can always get ***cost in cash*** from us ***for every pound*** of Salada Tea you have in stock, and

WE PAY FREIGHT *BOTH WAYS*

LONDON, ENG. 41 Eastcheap | BUFFALO 78 W.Genesee St. | NEW YORK 100 Hudson St. | TORONTO 32 Yonge St. | MONTREAL St. Paul St. | BOSTON 34-35 S. Market St. | CHICAGO 361 N. River St. | DETROIT Shelby Block

Branches also in Pittsburg and Philadelphia

HOLLAND
CONDENSED MILK

Excells the ordinary condensed milk—its purity and quality is unsurpassed. A most excellent seller. A trial will convince.

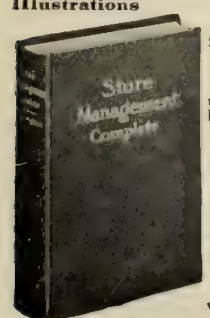
Our prices will interest you—look over our lines carefully. We import direct. Write now.

WOLFE & SERLUI
248 Notre Dame West, Montreal

Agents: We have a proposition for you also for Gouda Cheese and Edam, Holland Herrings, Superb Anchovies, Dutch Biscuits, Rice, Barley, Spices from Dutch Colonies, etc.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

How to keep sales up during summer

Progressive grocers realize that good refrigeration is absolutely necessary—it prevents spoilage, keeps perishables fresh and tempting and keeps up demand during hot weather.

For over 28 years EUREKA REFRIGERATORS have given superior service and have increased the profits of thousands of Canadian grocers and butchers.

The EUREKA embodies many exclusive (patented) features that cannot be obtained in any other make.

Cold, dry air is constantly in circulation. The Eureka pays for itself several times over in one season.

Why not investigate? Our catalog is free.

EUREKA
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CANADIAN GROCER

VOL. XXVIII JUNE 12, 1914 No. 25

Store Bulletin Helps Make An Efficient Staff

How a Calgary, Alberta, Dealer Aims to Enthuse Salesmanship and Aggressiveness in the Employees—Publishes Daily Store Paper—Clerk Not Only Wins Canadian Grocer Prize, But Another at Same Time.

By a Staff Correspondent.

CALGARY, Alta.—Some time in March last, S. G. Freeze, Calgary, who styles himself "Your Grocer," put up a bulletin in his store, which ran something as follows:

"The Canadian Grocer is offering prizes to the clerks who send in the best articles on how they successfully pushed a certain line of goods. Should any clerk in this store secure the first prize, he will receive an additional prize of $5 from this firm."

There are about 40 employees, all told, in that store, and they all read this announcement. S. G. Freeze puts his bulletins up to be read. One of them, at least, decided that that money should come to him. He did not care about the money. Grocery clerks never do. It was the reputation of the store he had in mind. He wrote a simple story of how he made a sale of shrimps. He caught the idea, and his methods were good. So during April, the following appeared among the bulletins on the wall of the Freeze establishment:—

"It is very gratifying to know that one of the clerks won the first prize in the Canadian Grocer contest. Mr. Jack will not only receive the Canadian Grocer prize, but also the prize of $5 offered by this firm to the clerk who won this prize. Read full particulars in this week's Canadian Grocer."

S. G. FREEZE, Calgary, Alta., Grocer and alderman, who publishes a store paper for the benefit of his clerks.

Highly Efficient Staff.

One does not need to stretch his imagination to picture that grocery — a place where much business is done, where the employees see eye to eye with their employer; in short, an organization of 100 per cent. efficiency. They work hand in hand to make this term "Your Grocery," apply to as many Calgarians as possible.

They are like a large family. Their medium is a daily paper, edited by the proprietor himself. This is the aforesaid bulletin, which comes out hot from the press, with live news, every day. It is a bond of union. It is like a chart on an ocean lines, telling the passengers where their ship is located. Its circulation is limited to the staff .

There is something of human interest about this sheet. Facts are contained in it. It shows the trend of the market, indicating a sudden rise in the price of eggs, and announcing the arrival of splendid consignment of olives. It invites correspondence. No clerk need work his head off and never open his mouth. He need not see things running to waste in the store, and ignore the situation.. A letter to the editor will find consideration. If he has a good head, he can prove it. If he makes a suggestion through the store paper, and if it be a good one, the suggestion is put into practice, and the clerk is credited for his brains.

There is a gossip column. If the office boy has smashed his head, there's a personal note. If the lights were left on by a careless clerk, the fact is in the store sheet. If a card in the window offered oranges at one price when they were selling at another, it gets into the

Picture taken last year of the employes of of the S. G. Freeze Grocery in Calgary, Alta.

paper. There are editorials, concocted in the sanctum above, sometimes very pointed too.

In a word, this store newspaper is a grocer's manual to every one in the Freeze fraternity. There are essays on salesmanship, pithy, and full of essence, and talks on "how things are run in this store." Sometimes the sub-editors, to wit, the manager and the accountant, try their hands at short passages.

It is put cheaply together. The printing press is a typewriter, equipped with carbon paper. The printer is the stenographer, and copies of every issue are filed in prominent places throughout the building. Sometimes the paper runs to two pages, sometimes less. It depends on the amount of news, and on the hour the editor left the City Hall on the previous night.

This Grocer an Alderman.

S. G. Freeze is the youngest alderman in Calgary. He was born in that city in 1885. His father was one of the pioneer grocers of the West, but the son carved his own way. At twelve he became delivery boy to the Hudson Bay Co., eventually being made salesman. He started in business later with his father, who later retired. To-day the son has a flourishing grocery business.

Evidence of the interest he has in his employees is shown by the fact that he urges them to read Canadian Grocer. He reads it himself, and draws the attention of his employees to special articles through the daily bulletin.

The western editor of "Canadian Grocer recently paid a visit to "Your Grocer," and was so pleased with this bulletin, he picked a number of interesting items from it for reproduction. Other grocers could emulate Mr. Freeze. It will be a good step towards securing the loyalty of the staff, if it has not already been achieved.

There are some men who could not approach their clerks even on this basis. They would rather send for them to come double quick to the office, and snap out their instructions. What a world of difference between that method, and "Your Grocer's." What clerk could be disloyal to an employer, who says: "I want you to tell me how you would run this store if it were yours?"

Extracts From the Bulletin.

The following items from a number of the Freeze Bulletins will be interesting:—

"We received a notification to-day from the Dominion Government that we had been awarded the contract to supply the annual militia camp in June with supplies. This means extra business.

"A. D. Wallace has been appointed to take charge of all scales, i.e., adjusting them when they are out of order. Clerks are requested to call him whenever a scale is out of order. Do not try to fix it yourself.

"We desire to thank those clerks who handed in written suggestions. We found them to be excellently prepared, and we intend to give them our best consideration. Even though we cannot see eye to eye with all suggestions, we appreciate them just the same. The handing in of these shows that employees have an interest in the business. We shall be pleased to receive more.

"Regarding our picnic, the firm will provide a private street car and sufficient edibles. The writer trusts that every employee will be present. Last year we had a good time.

Advice on Forgetting Charges.

"Be sure and charge all goods at the time a customer receives them. Never do something else first as you are liable to forget. In fact, the slips should nearly always be made out before the goods are given to the customer.

"It is gratifying to know that we have sold 60 cases of strawberries in the past two days. We hope to sell 35 cases to-day.

"Commencing May 1st, clerks' sales slips will be segerated, and it is important that each be careful to see that every sale slip bears his number distinctly. Information obtained from this system will be considered when staff changes and promotions are made.

"See that everything in the store is marked with the retail selling price.

"Don't let anybody go away feeling angry or hurt.

"We shall be pleased to receive suggestions from any of our employees for the bettering of our business methods. Write down what you would do if this store were yours, say, "If this store were mine, I would do so-and-so, etc."

"The law requires that we cannot carry meats, fruits and vegetables from our warehouse or cellar to the store if they are exposed. They must be covered, even for this short trip. Attached find copy of city by-law covering this point.

"We are experimenting with a new type of egg carriers. Drivers can get them back from customers, and use them many times.

"Night clerks are requested before leaving to put lettuce, parsley, and other perishable articles in water, so that they will keep fresh. Put strawberries in the refrigerator.

(Continued on page 40.)

At the Weekly Conference

Methods for Boosting Sales of Canned Foods and Camp Supplies Are Included in the Discussion at This Conference — The Week Showed Remarkable Increase in Sales Which Forecasted Repeat Business During Summer Months.

(Conference No. 3.)

SALES of condensed milk, etc., were boosted remarkably as a result of the second conference of the staff of Henry Lawrence. Customers who had never given more than a passing thought to these goods in the past were interested to the extent of asking questions and, with every member of the sales force thoroughly posted on the merits of each line, sale after sale resulted. In fact, before Saturday arrived Lawrence had to order further supplies to tide him over the week-end.

It all went to demonstrate the selling possibilities of the dealer and his staff when the goods were thoroughly known and when enthusiasm ran high.

* * *

At the conclusion of the second conference it was decided to feature canned foods and camp supplies during the third week—and the boys had come prepared with suggestions. Hastings, the head clerk, showed considerable forethought when he produced a pad listed with the various lines in stock which should be concentrated upon. He read them out as follows:—"Canned vegetables, including tomatoes, peas, beans, corn, beets, etc.; canned chicken and meats; potted ham, tongue, etc.; catsups, meat sauces; all kinds of canned fish; pork and beans; jams and preserves; concentrated soups; cream cheese; pickles; grape juice, lemonade powder, ginger ale, and other summer drinks; fancy biscuits; olives; olive oil; confectionery; cigars, pipes, tobaccos and matches; fancy fruits; condensed milk, etc."

"Very good," remarked Lawrence, when Hastings had concluded. "Those articles, too, can be sold just as readily to the folks who are staying at home as those who will be away at their cottages or camps. Many of them you are quite familiar with, but I think we might go further into the selling points of the others. Take canned chicken, for instance; what talking points are there for us in it?" he inquired from young Pepper.

"Chicken in tins," replied Pepper, "is a wholesome, tasty food in summer, because it is so difficult to obtain good fresh chicken at this time. It is, too, all ready for the table when turned out of the can, and will keep for a long time in a cool place.

"I would like to suggest," he added, "that for a day or two we show the contents of a tin on a white platter in the window or on the counter. If the platter were covered first with fresh, crisp lettuce and garnished with greens it would make a tempting display. We could, too, ask a customer to taste the chicken, and it would be an easy matter then to make the sale."

This idea was received with enthusiasm, and it was decided to give it a trial at the earliest moment. Lawrence himself had always a keen appreciation for demonstration work, and so fell in with the suggestion at once.

"There is, too, a big feature for potted meats, all kinds of meats in glass, and meat potties for sandwiches," said Frank Hastings, "and similar displays of them would undoubtedly boost sales. For parties, outings, the camp, and week-end trips these goods should be particularly popular, and we ought to know the selling points of them all. They are delicious and wholesome, and obviate the necessity for a hot fire when the weather is warm."

The Time for Canned Goods.

The proprietor himself hinted that the regular staple canned foods should not be overlooked. "While," he pointed out, "canned vegetables will to a certain extent sell themselves, they will sell just twice as readily if we use our influence. A little suggestion now and again that canned vegetables are reasonable in price and healthy, nourishing foods will frequently make a sale, and it is just such sales above the actual requests of our customers that have been making, and will con-

Ever Ready Foods For The Summer
What's the use of working for hours over a hot stove when you can get such delicious and wholesome ready cooked foods from us? Some you may desire to heat a little, but very little fire is required with any of them. The others are ready for the table.
Canned Goods are Cheap Buy by the Dozen
Now is the season for canned tomatoes, corn, peas, beets and beans. Our stock is complete and of a high-grade line. If your supply of preserved fruits is low, we can supply you with what you require. For luncheons, parties, outings, the camp or cottage, you have a fine selection of potted and canned meats, chicken in tins, and other delicacies. A supply on your cellar shelf will always come in handy.
H. W. F_____ Co.
'Phone 95
116 Clare St.

Newspaper ad. suggestion for canned and other summer goods.

tinue to make, our campaigns successful. "We have reason on our side why these foods should be purchased now. The fresh vegetable season is not yet in, so far as domestic goods are concerned, and we know that our canned vegetables are of superior quality—so without creating antagonism in any customer, try to get each to take home something he or she had not actually asked for. That is salesmanship so long as we do not cut our prices, and, of course, you all are acquainted with our policy in that respect."

One of the junior clerks asked that a typewritten list of the goods coming under the heading of canned foods and camp supplies be supplied to each clerk so that each could familiarize himself with them. This was agreed upon.

Two Window Trims.

Pepper, the window trimmer, promised two displays during the week, one containing canned goods exclusively, and the other all kinds of camp supplies. To Hastings was assigned the advertising in the newspaper—it was unanimously agreed that the ad. be changed every day, particularly since there was such an array of goods to be suggested.

* * *

Lawrence had been thinking of an idea all along which no one had touched upon. "Can we not," he asked, "secure a list of all our citizens and others who have cottages on the beach? Is there not a possibility of good extra trade here?" These people belonged to the wealthier class, and it occurred to him they would be a considerable help to the business if he could get a portion of their summer trade.

The idea was immediately capitalized. It was decided that the list, as complete as possible, be obtained, and that a neatly drawn up and carefully-worded letter be sent to each attracting attention to the summer supplies carried and giving interesting information about the less familiar lines. The idea was to sell canned and bottled supplies to these people prior to their departure, and then arrange for delivering further orders.

A Splendid Week.

The results of the campaign you ask? With a staff of five enthusiastic salesmen, backed up by a window trim illustrated by a tent scene; by appealing advertisements in the local press; by tactfully-worded show cards, attractive counter and interior displays, and by going after the profitable trade of the cottagers, how could it be otherwise than successful? Never were there as many canned goods disposed of in a week before. Lines that were only occasionally bought, such as the chicken, potted meats in glass, and other tinned delicacies, were thoroughly introduced and sales were away beyond expectations. It was clear, too, that the campaign would not only arouse interest in all these lines for the time being, but it would have a permanent summer effect on sales. It would bring in repeat orders.

The third week, therefore, closed with Henry Lawrence a more buoyant figure than he was ever known to be before. He had caught a new merchandising spirit, and it had become contagious. The staff were entering into the work with more life and aggressiveness. Sales were going up rapidly, and he looked forward to a record year with a light heart and a clear eye.

LETTERS TO EDITOR

EARLY CLOSING LAW.

An Eastern Ontario grocer writes:—"There is a law in force here and has been for several years, compelling all grocery stores, dry goods and general stores to close at 6 o'clock p.m., and remain closed until morning, and any person violating same is subject to a fine of ten dollars and costs. Now I myself am not in favor of it. I think it is unjust and unfair, especially in country village, where we are depending upon the farmers for our living. Would you please tell me if such a law can be enforced, and can a fine be imposed on a person violating same? Thanking you in advance, etc."

Editorial Note.—The Ontario Statutes relating to Early Closing say:—

"The council of a city, town or village may by by-law require that during the whole or any part or parts of the year all or any class or classes of shops within the municipality shall be closed, and remain closed, on each or any day of the week at and during any time or hours between seven of the clock in the afternoon of any day and five of the clock in the forenoon of the next following day."

From this it would appear that a municipality has the right by by-law to compel stores to close early but not before 7 o'clock.

* * *

MORE CO-OPERATION SUGGESTED.

Editor Canadian Grocer.—I would like to know from other grocers if there is any better method for buying goods than the one now in vogue. What I mean is, how can we buy to best advantage?

For example, I buy a number of plug tobaccos in 100 lb. lots. I also buy a certain line of health salts, 1 gross at a time, getting besides a special discount of 1 dozen free. Could we not, if we got together, invest less money in stock, and still take advantage of the low cost if we were neighbors instead of enemies? Co-operation among ourselves on a small scale in each town would help us a lot.

A WELL-WISHER.

Editorial Note.—There is no doubt a great room for more co-operation among the merchants of every small and large centre. That has been one of the obstacles to better trade conditions in the past. It is just this lack of co-operation and friendliness among merchants, and the petty jealousies that arise among them when better working conditions are attempted that places co-operation in buying so far into the future.

BIG PICNIC DAY.

Hamilton, London, Toronto, and Likely Brantford Grocers Select July 15.

July 15 will be a big day for grocers in Hamilton, London and Toronto. It will be picnic and excursion day for them all.

Hamilton R.G.A. excursion goes to Niagara Falls that day. Sixty-five cars have been engaged to carry the crowd. The Brantford Association will likely, as usual, join them.

The London R.G.A. will run their excursion to Toronto this year, as already announced. At first they intended it to be on July 8, but as this date was thought to be too close to the first, it was later changed to the 15th.

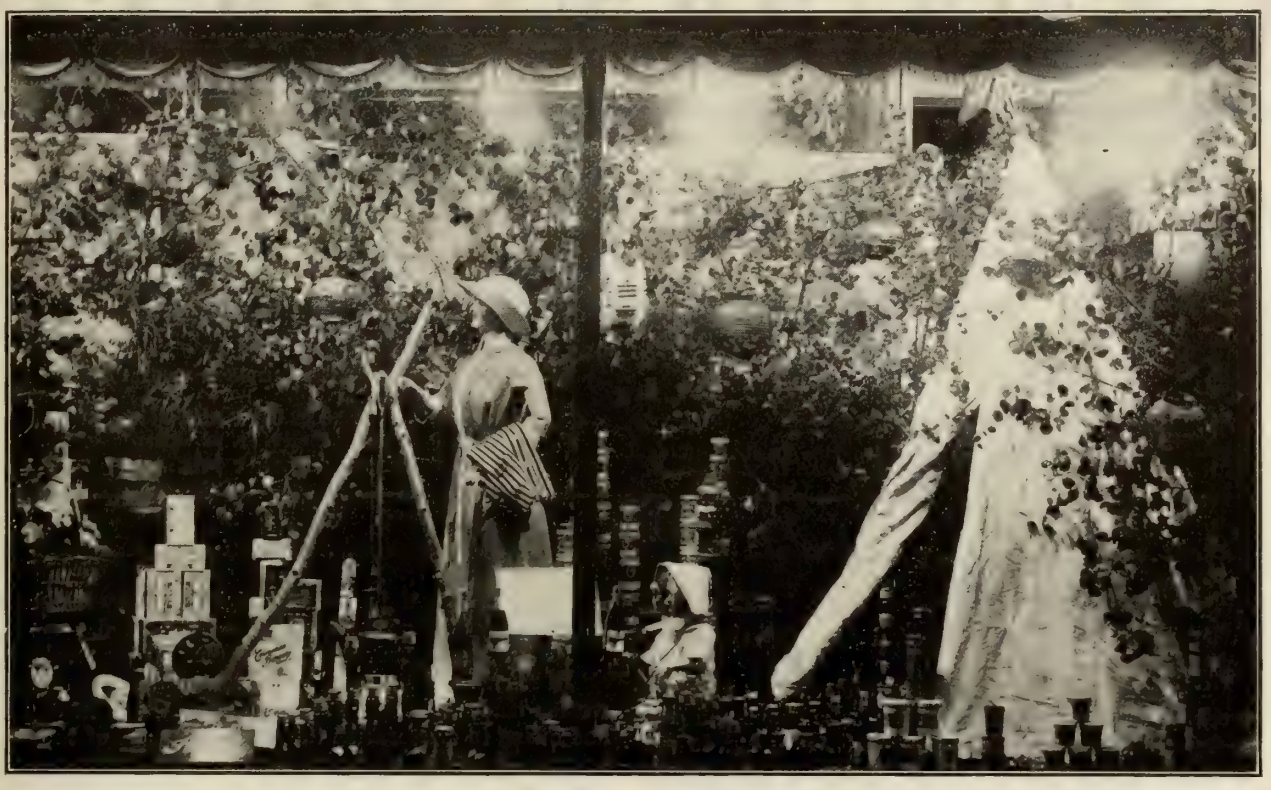
The Toronto Association has decided definitely to go to Queenston on the same date by boat. The committee in charge had arranged for this date some time ago, but on learning that the London grocers had changed their date from the 8th to the 15th, tried to get the boats for the 22nd. This, however, was found impossible, as all had been arranged for that day, and the crowd would be too large. The 15th was then finally selected, as there was no alternative.

There will be games this year at both the Hamilton and Toronto picnics, while the London body will simply run an excursion. The ball game will be an attraction for many of the London grocers.

VIOLATES TRADING STAMP ACT.

An official of the Retail Merchants' Association writes Canadian Grocer to say that in some cases where Dollar Day is being held, the Trading Stamp Act and the Lotteries Act are violated. It is not lawful, he claims, to induce people to purchase goods by offering premiums which have to be drawn for. "Dollar Day is all right," he adds, "if no coupons and money are given away."

Merchants contemplating going into Dollar Day sales should therefore be careful to see that they are fully protected.



This camp goods display was shown last year by the Acme Co., Edmonton, Alta. In background are trees, in front of which is a rustic kettle display. Shown around the window are canned meats and fish, bottle fruits, condensed milk, cream cheese, fancy biscuits, and chocolates, etc. Sales created by this trim were beyond the expectations of the firm.

A fine summer goods trim made by Bruce McDougall, Ingersoll, Ont., last year. Semi-circular design in centre contains grape juice, wines and other summer drinks. On left are pyramids of salmon, canned apple, canned soups, olives, limejuice and similar goods are shown on the right.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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PUBLISHED EVERY FRIDAY.

TORONTO, JUNE 12, 1914

EARLY CLOSING AND SUGAR PROFITS.

FROM A READER, who is a general merchant, comes the following letter:—

> "I would like to close at 6 o'clock five nights a week. How can we do this when bake shops and grocery stores keep open? How are we going to get 25% or 30% profit when our opposition in nearby towns and villages are selling sugar for less than the wholesale price laid down, and sugar is a big item."

The answer to the first question is that if a petition for early closing is circulated among the different merchants and is signed by 75% or more of them; and if it is presented to the local council it shall pass a by-law that these stores shall close at the hour asked for which must not, however, be earlier than seven o'clock in Ontario. If early closing is desired at 6 o'clock a genetleman's agreement could be made among the merchants and each man would have to be trusted to observe the agreement.

The second question asked by our friend is not quite so easy. It is pretty difficult to get 25% or 30% profit if the conditions he names exist. It seems a shame that there are men in the grocery business to-day who will spend their hard-earned money and their time and energies in selling sugar at the actual cost or below. Sugar is an item that will keep. It does not have to be slaughtered in price on account of depreciation. It forms a large percentage of any grocer's business. Yet there are men who actually spend money in advertising sugar at a price that does not begin to pay a profit.

Such a transaction is nothing short of business suicide. It is truly time for a change.

SANE MARKET REGULATIONS.

IN PETERBOROUGH, Ont., the Retail Merchants' Association is going after some sensible regulations covering the farmers' market. The city council has made and has been considering further changes in the regulations some of which have been distasteful to the farmers. This the merchants want to guard against and a recent meeting decided on a number of recommendations which were submitted to the council.

Among the recommendations were the following:—

To pave part of the square, used by the wagons and horses.

Rescind the regulation calling for fowl to be weighed.

No prosecution for short weight in butter when the total supply of the vendor averages one pound.

Prohibit non-producers from selling on the market.

In regard to butter one merchant pointed out that some women made butter on Wednesday for the Saturday sale, and owing to evaporation the weight of some of the butter might sink below 16 ounces, but the total would average one pound.

Producers of all commodities it was maintained, should have the freedom of the market and not those who buy from others. The latter are not on the assessment roll and by selling on the market they escape all taxes.

The last clause has a particular interest to all merchants where there is a farmers' market. It should only be used for a producer of goods and not by the hawkers who either go out into the country for supplies or meet the farmers half way and get their produce. On the Peterborough market are to be found a fish retailer, a fruit and a confectionery retailer. These men to not pay taxes to the city and are not producers. They have no right to a place on a strictly farmers' market where without municipal taxes to pay they are competing against the legitimate merchant who is heavily assessed and who is actually the backbone of the community.

Merchants' Associations in other cities might well take up this matter too.

CUT-THROAT COMPETITION.

IN A LETTER TO Canadian Grocer, a reader says he would like to see us "hammer country grocers for knocking each other, selling too cheaply, and paying too much for produce." He adds that sometimes country merchants are obliged to pay more for eggs on account of unfair competition than they can get for them.

This is a somewhat deplorable state of affairs for which some remedy should be found. It is just such cut-throat competition of this character that is keeping many a merchant poor. There appears to be no good reason why a small number of merchants in country villages cannot have some understanding whereby they will make at least some profit in handling farm produce. If this reform cannot be brought about, it would be far better that produce be entirely dropped.

An association embracing a group of villages is one strong lever towards a better understanding among one

another. Some may say that this is not possible, but it is. There is such an organization in Middlesex County, south and east of London, Ont. There, the merchants of several villages have got together, and while all the ills of the trade have not been dispelled, a great many of them have. When men get together and understand one another better, they become more sane and rational. Why shouldn't the spirit of organization spread to the villages of Canada? Why?

WESTERN WHEAT OUTLOOK.

THE WHEAT SITUATION is beginning to take shape where it is a direct influence on business conditions in general, and from Western Canada the reports are that the outlook has never been better, although as the result of a late spring the growth is none too far advanced, and any continued drought would soon have effect. However, the rains of the past week have minimized this danger to a great degree and the only serious harm is likely to be caused by hail storms. Summing up the situation as at present, one authority makes the general prediction that, granted normal conditions throughout the rest of the growing season, the West should have the best crop of its agricultural history. The Government reports show the Spring wheat in Alberta to have come through the winter very favorably, with a loss of only 15 per cent., as compared with 43 per cent. winter-killed last winter. In Ontario the loss by winter-kill was 19 per cent., as compared with 18 per cent. a year ago.

Estimates of the Western crop in the rough are beginning to make their appearance amongst the grain brokers and the figures are now placed at 200,000,000 bushels. The latest Government report of the American crop is also bearish, and the figures indicate a yield of 900,000,000 bushels.

The flour situation continues quiet and although some small orders for export have been placed, the bids have been out of line; however, late declines in the market may help somewhat. Ontario millers find the situation rather dull with winter wheat prices keeping the market stiff and the maintenance of prices for mill feeds is helping out financially.

EDITORIAL NOTES.

SUMMER WEATHER means good business to the aggressive.

* * *

THE TIME IS HERE to sell canned goods—don't wait until fresh crops are ready.

* * *

THE FINAL TEST OF persons and things is usefulness. The method that does not serve a purpose should be relegated to the ash-heap.

* * *

DEPARTMENTS OF AGRICULTURE are undoubtedly cruel. They want to send the rooster to the guillotine in the month of June.

* * *

AS EVERYONE KNOWS, the camper and cottager have hearty appetities; and as only a few are expert fishermen, the grocer has to supply them with the bulk of their daily food.

* * *

SINCE THE BAD EGG has been pretty well discarded as a means of expressing one's derision of a public speaker, there is no other use to which it can be put. Food authorities have therefore placed it under the ban.

What the Retailer Should Know

THE TREMENDOUS POWER of the trade paper to help the grocer to higher ideals of efficiency and mercantile attainment, was strikingly discussed by William H. Ukers, president of the Grocery and Allied Trade Press Association, in an address before the National Retail Grocers' convention in Louisville, Ky., recently.

"No grocer can be a success unless he is in the 'know,'" said Mr. Ukers. "What should he know? The 'Saturday Evening Post' says it requires little brains or character to be a grocer. You men know better. You can afford to smile indulgently when theorists go romancing like this. The grocery business needs no defence.

"There speaks a new humanism in business. All lines of industry, all the professions are moving in this direction. The doctor and the lawyers are no longer to be permitted a monopoly of ethics. Why not standards of right action for grocers? A thing is either right or wrong in the grocery business, the same as any other business. If right, it should be acclaimed. If wrong, it should be condemned.

"What should every grocer know? Every grocer should know that he is first of all a soldier in the army for the common good and that as such he has a duty to perform in rendering a real social service; not to the manufacturer, not to the jobber—but to the consumer.

"Every grocer should know that 'Honesty is the best policy' because it pays; and that is what the Latter Day Psalmist meant when he said, 'The crown of virtue is riches.'

"Every grocer should know how to figure his cost of doing business, remembering that this includes salary for himself and a charge for rent, even if he owns the building. He should know his net profits on every article he sells. He should know that he isn't a merchant if he sells any product at less than 20 per cent. on his selling price, because the approximate cost of doing business in the grocery line is 17 per cent., and at 20 per cent. he makes only 3 per cent. net.; also that there are many safe investments at 6 per cent.

"He should know that his most valuable advertising medium is his window, and because this is so it should be dressed never less than once a week, and it would be better if it were every other day. In a newspaper he wouldn't repeat the same copy each day.

"Every grocer should know that if he subscribes for every newspaper, magazine and book published he won't get as much information about his business from all of them put together as he will from one issue of a good trade paper. The trade paper editor is his best friend in his fight for fair profits, and in the advertising columns of his trade paper is to be found his best market place.

"The chain store and the pedlar cannot take business away from him if he is well posted, aggressive and renders the right kind of service. When the grocer knows all these things he will not stay out of the organized grocers' association, because he doesn't need it; he will join it because it needs him.

"Here is a definition of success that won a gold medal: 'That man is the most successful who is the most sincerely regretted by the largest number of people when he dies.' The really successful grocer lives well, laughs often, and loves much. He gives himself gladly to the cause of social service. He finds his happiness in his work and he is always ready to lend a hand to his less fortunate brothers."

Annual Statement Carefully Analyzed

What Accounting is Worth While?—Adapting Outside Investing to One's Particular Requirements—The Taking of Goods in Trade Again.

By Henry Johnson, Jr.

THERE is a good deal of information in this letter:

————, Ontario, 18, 4, '14.

Mr. Henry Johnson, Jr.,
Care Canadian Grocer.

Dear Sir,—Two years ago you were good enough to criticise our statement and you made some suggestions re taking out money regularly from business, etc. We inclose our statement as per stock taken last month. Also, a list of expense items and, for comparison, a statement of business as per last year's inventory.

Expense figures about 14½% on last year's business of $20,321. Might mention that this amount of business does not include all goods sold and paid for by butter, eggs, potatoes, etc. After your letter of two years ago, we kept track for two or three months of that kind of business, but discontinued it as we found it a great deal of work and, as far as keeping business straight, or as a check on anything, did not see that it was any benefit.

Both partners take out regular amounts each week (but not as much as charged up in inclosed expense account) and some bills (where they are contra accounts, life insurance, etc.) are paid by the firm and charged to partners' private accounts.

We do not find that your plan of taking out so much each month from business works out to best advantage. Doing business as we are, in a small town, away from wholesale houses and in a cold climate, it is necessary during fall months to buy enough freezable goods, like vinegars, pickles, apples, canned goods, cheese, etc., to do us till spring. This means very heavy bills at that season and makes the taking out of money to our mind unwise policy.

For quite a few years we have aimed at (and so far carried out) taking from the business (in addition to that on salary account) at least $200 per month from April till August inclusive. Last year we did a little more than that. Year before, just that.

In figuring our statements, we do so on a conservative basis. All doubtful accounts are wiped out entirely as no good. Considerable of these come in each year, but we think this puts us on safe ground and guards against possible loss from accounts which to-day we consider first-class that may prove a disappointment.

Fixtures are marked down pretty well. For example, a large safe we carry as worth only $20.00; a large coffee mill in good condition, $7.00.

A side line (sales about $600 year) we have been carrying we are cleaning out as we figure it has not paid its share of expense account. It has been a question with us for years. Here is space for a certain line. It will not pay rent for the space or wages for the time it takes to look after it. Do we lose more with it or without it?

Might say further perhaps that money we can spare from the business is placed in municipal bonds and dividend paying stocks. Once it is taken from business we treat it as entirely separate from the business.

Yours truly, ...

Following is the statement:

EXPENSE.

Rent	$ 180 00
Taxes	13.19
Street Sprinkling	4.00
Light	48.00
Coal and Wood	31.00
Ice	23.00
Advertising	64.00
Postage, stationery	15.00
Telegraphing	12.00
Telephone	23.00
Insurance	32.00
Depreciation	25.00
Wages	534.00
Horse and Wagon	150.00
Interest on Investment, 6 per cent.	276.00
Repairs, etc.	5.00
Salaries of Principals, say 52 at $15, 52 at $12	1404.00
Loss from bad debts, say	100.00
	$2939.19

(14½ per cent. on business)

1913 Inventory.	Stock Account.	1914 Inventory.
$ 3082.13	Groceries, &c.	$2790.85
103.91	Empties, Coal, &c.	151.90
645.75	Fixtures, Horse, &c.	722.25
328.84	Cash on Hand	545.94
1993.55	Accounts Receivable (all good)	1773.00
2290.92	Actually withdrawn from business during year	2300.00
2510.18	Profits for year Time of two partners not charged in this	2333.74
20475.92	Year's business	20321.86
	1912, $18,350.66.	
4492.16	Net worth	4522.16
Liabilities, owing wholesale houses, none past due		1457.60
Saved in Cash Discounts during year		102.03

Net Profit and Gross Margin.

This letter comes from a man apparently well acquainted with the details of his own business, and it is a splendid statement, too. There is a net profit indicated of just about 12% on sales, so it should seem that there was an average gross margin of 26½%.

Undoubtedly that margin was not actually earned, because I am inclined to think that there are certain charges for depreciation that should be swelled a little. However, take off 1%, or $240 each year, and we have remaining 25½% gross.

Still, this is excessive and undoubtedly not earned, which brings us to the question we have recently touched upon—the question of sales "in trade." It is probably not without the probabilities that these people handled fully $10,000 more goods than they show—that they sold $30,000 instead of $20,000. In this case, supposing they had passed all transactions through their books, they would

show not 12% net but 8%. Eight per cent. being a magnificent net profit to make, no fault should be found with the system which will always give the TRUE returns. I continue to think that two and two make four; but I am also still open to conviction if I can be "shown."

A Suggested Improvement.

Some change should be made in this bookkeeping in another direction. Under the present system, the business appears to stand still. The "net worth" in 1914 is approximately what it was in 1913. An account should be opened with Surplus, and Surplus should be charged with every dollar taken out for investment in bonds, stocks, and other outside interests. Under this system, the total assets of the business, as net worth, would have shown up in 1913 as around $6,783, and in 1914 as $9,083. The earnings withdrawn from the business, however, being no longer employed in the business, should not be credited with interest at 6% because such earnings are now put into other work from which they are paid for their services. So the Surplus account takes care of that feature because the fact of putting those sums into surplus keeps the amounts out of Capital account where they would otherwise draw interest. At the same time, the business shows all its assets at inventory time and thus a statement of Assets and Liabilities each year shows clearly the progress made.

It is immaterial whether any particular account is kept of butter, egg, potato, etc., transactions. My friend must have misunderstood me. I advise that all trades of that character be handled as follows: Make purchase-memos of every article so bought. In our store we use regular cash-register "paid-out" slips. Handle those items just as you would handle and just as you do handle any petty purchase for which you pay cash. The items can be kept on a spindle and lumped together into one entry at the end of the day. The object is to get such purchases into the record the same as any other purchases. Now, the sales against such articles are to be treated just as if you had sold the goods for cash; and if so treated, the little cash that changes hands one way or another is already recorded. The point is that under the suggested system your accounts show just what you ACTUALLY handled—all of it.

Acquire a Regular Habit.

I have no objection to make to the way in which Surplus is accumulated. If those people take out $400 per month for 6 months and then nothing for the next six months, they have the same $2,400 laid aside as they would have had by taking out $200 each of the 12 months. I have strenuously insisted on SYSTEMATIC and REGULAR habits in this connection because most of us need the spur of habit, resolve or system to keep us at it, so we may not fall by the wayside and forget our good intentions. Once a man has reached the point where he habitually lays aside a given amount and uses good judgment not to cripple his business, well and good. I advocate the habit of putting aside money AND cripple or embarass the business rather than fail to lay anything aside; but if the man is capable of saving with judgment, then he needs no help from me.

Is it not a pleasure to read of grocers who already have a surplus invested in "municipal bonds and dividend-paying stocks?" It sure looks good to me! But more grocers will come to this as time passes. In a few years it will be the rule and not the exception among successful business men of all kinds, whether large or small, to have a "liquid asset" of this character which always constitutes an evidence and yields the fruit of thrift; which is ballast to the business ship; which is "business insurance;" and which is the certain "nest egg" for old age as well as a provision for comfort before age cripples us.

That is the only right way to take bills into account as a resource and will always result in their realizing more than they estimate rather than less. Therefore, when they make a statement that they have so much outstanding, their statement is very likely to be taken at face value.

Unprofitable Departments.

Nobody will fail to notice and to approve of the conservativeness with which these people estimate their stock, bills outstanding, etc., also the care with which they treat the question of discontinuing that department which yields them only $600 in annual sales.

It is also proper to hesitate and consider well before discontinuing any department, because such department may have ceased to be directly valuable and may, in fact, never have yielded any profit. But it may have been a trade-getter or trade-retainer and it may also cover some things for which customers have been in the habit of looking to these people for supplies of certain kinds. It is good business to lop off unprofitable lines; but it is also good business to go very slowly in the matter of disturbing the habits and preferences of your customers.

Altogether, this looks like a business which is kept well in hand. If I have not read everything clearly, I hope I shall be corrected in a later communication, and I am certainly much pleased to know that my former comments have been helpful.

Selling Methods Adopted to Get New Business

Proprietor of New Montreal Store Makes Special Feature of Prompt Deliveries—What a Clean Store Means—Arrangement of Goods and Fixtures—Separate Provision Department.

"A QUICK delivery service is one of the most essential features in the success of a grocery business to-day." This was the opinion expressed by A. Poitras, proprietor of the Mountain View Grocery and Market, on Bernard Avenue, in Outremont, Montreal.

Outremont is known as one of the garden suburbs of Montreal, and during the last year or two some handsome and attractive stores have been erected within its boundaries. In the first place, the building laws are such that the buildings are of necessity attractive; but it is also true that merchants are realizing more all the time that people demand nice, clean-looking premises from which to purchase their table supplies. It was the latter reason that prompted Mr. Poitras to spare no reasonable expense in fitting up his new store about six months ago. Sufficient time has elapsed to prove that his ideas were sound, for progress has attended his efforts, and a comfortable trade has been developed.

Previous to starting in on the present enterprise Mr. Poitras was in charge of the Mount Royal Grocery, on Mount Royal Avenue, Montreal, and an article dealing with his methods there appeared in the Canadian Grocer in May, 1913. In moving to the present location he is simply following out his belief that the people like to buy near at hand, and his store is situated in the heart of what is considered one of the best residential districts on the island of Montreal. It is a high-class trade, and Mr. Poitras has a high-class store to cater to it.

Believer in Prompt Delivery.

As an indication of the way trade has grown, it might be pointed out that Mr. Poitras recently found that one delivery team was not sufficient to handle the orders, and in May he added another team. It was in speaking of this additional team that he made the remark before quoted. "People nowadays want to get what they order quickly, and it has been my experience that if you give a quick service you will hold your trade and win new customers. Of course, you must give them satisfactory and reliable goods, but the question of prompt delivery cannot be emphasized too strongly, to my mind.

"I endeavor to do a cash business as much as possible, but there are a number of people who find it more convenient to run a weekly or a monthly account, and there are a number of customers of this kind among our clientele. I look closely after our credits, for this is important if losses are to be avoided. Thus far my experience in this direction has been satisfactory. Quite a lot of our business is in telephone orders, and while much of the credit business comes in this way, there is also a lot of C.O.D. business.

"In looking after the C.O.D. orders, my cashier keeps an account of the goods sent out and checks up the driver of the delivery as soon as he

Top cut shows a view of the windows, front, and interior of the Mountain View Grocery, Outremont, Montreal. The bottom is that of the interior only. Arrow points to the separate provision department in the rear.

returns from the trip. In this way mistakes or losses are prevented."

The store has a frontage of 30 feet and a depth of 82 feet, of which 57 feet is occupied by the grocery department and 25 feet by the meat store. The accompanying photographs give a good idea of the layout of the premises. The interior view is taken from about midway in the store, in order to show the meat department. The store is narrower at this point on account of a portion of the width being taken to provide stairways to the floors above.

Separate Meat Department.

There are two large show windows on the front and one at the side. There is also another narrower window further along on the side for the meat store. A separate entrance is also provided for the meat store, in addition to the entrance from the grocery. A wide tiled entrance and double doors make an inviting approach. Hardwood floors and white enamelled woodwork and white ceiling serve to set off the fixtures, which are of golden oak finish, in natural wood.

Long oak counters extend from the front of the store to the rear on the left side, and high wall cases occupy the walls on both sides. A feature of these wall cases is that more than half of them are fitted with glass-fronted sliding doors. This serves to protect the package goods from flies and dust, and keeps them clean and fresh in appearance. Pyramids of canned goods are shown along the top of the cases, with potted palms at intervals.

Separate Case for Tobaccos.

On the right of the entrance is a row of three silent salesmen showcases, one for cigars and tobaccos, one for fancy confectionery in packages, and the third for potted meats and relishes. Several adjustable stands are utilized for displays of jams, bottled goods, and biscuits in tins, etc. A long table down the center of the store is used for special displays of new goods as they come in from time to time. The displays are changed frequently so as to give the store a fresh and bright appearance. A long low stand in front of the table in the center contains pails of candy. There are also a number of smaller tables and stands and a high fixture for holding biscuit tins. Bread and pastry is kept in glass cases, and pickle kegs have glass covers. An electric coffee grinder, computing scales, cash register are other items among the modern fixtures of the store.

The meat store is an important factor in the success of the business, and it has been found that the two departments work together very well. Customers can order both meat and groceries at the same time and have all delivered together.

Cigar and Tobacco Case Should be Kept Moist

If These Goods Are Permitted to Dry Out They Do Not Give Satisfaction—One Montreal Dealer Uses Humidor Show Case—Others Have Bowl and Wet Sponge.

MONTREAL, Que.—The silent salesman method of handling cigars, tobaccos, pipes, etc., seems to be the most popular and profitable selling plan with Montreal grocers. Most Montreal stores have a tobacco department, or at least a case devoted to the display of smoking requisites. In some instances the cases used are of the small counter type but in many large silent salesmen counter cases, varying from 5 to 10 feet in length are utilized.

There has been a marked development in the tobacco business, as in almost every line of the grocery trade in recent years. It was not so many years ago that the grocer or general store merchant thought his equipment complete if he had a few caddies of plug tobacco and a cutter, in fact many did not have the cutter; they used a big butcher knife instead. Now there are cut tobaccos in all kinds of attractive packages, an almost endless variety of cigarettes and brands of cigars without number.

There is a larger demand for these goods, too. It must, of course, be admitted that many smokers have their favorite tobacco store down town that they patronize pretty regularly, but when they find they can get the same brands near at home, in their grocery, they are not so fussy about having a stock on hand. A number of grocers in the downtown district, where tobacco stores are located every few blocks, have found that it was hardly worth while to go after this trade, but in the residential districts there is certainly a big field for business.

Humidor Case Used.

The Park Provision Company's store, corner of Park avenue and St. Viateur street, has a ten-foot silent saleman devoted entirely to cigars, cigarettes and tobaccos. It is a humidor case, with glass front, top and sides. A large variety of cut tobaccos in packages and tins are shown on the floor of the case, and cigarettes and cigars are displayed on a wide glass shelf above. Up to a few months ago a smaller case was used, but as the assortment carried in stock outgrew this case a large one was secured. It is the policy of this store to carry in stock a wide variety of brands. If some new brand is asked for, inquiries are usually made as to why it is wanted in preference to some other line already carried, and if something else will not do, a small order is placed for the goods asked for. It is almost impossible to keep every brand; several cases would be required if this were done, but all the good selling brands are stocked and these are usually found to be sufficient. The tobacco case is looked upon as an important and profitable adjunct for selling this line.

How Goods are Kept Moist.

The Royal George Grocery, corner Park avenue and Bernard streets, is another store that considers the cigar and tobacco department an important adjunct to the business. This store, like the Park Provision Co., is situated on the street railway line where there is considerable traffic to and from the homes, and the corner grocery is convenient to drop in for a package of cigarettes, a cigar or a package of tobacco. The tobacco case in the Royal George is about 5 feet long and is of the silent salesman type. It is not a regular humidor case, but a bowl and a wet sponge placed inconspicuously on the floor of the case keeps the goods from getting dry. This is an important factor in handling all kinds of tobaccos, to keep a certain amount of moisture circulating through the case and thus keep the goods in saleable condition. At the Royal George the principal demand has been for cigarettes and cigars, though a good assortment of package tobaccos and a few lines of the best known plug tobaccos, are also carried.

Silent Salesman Popular.

Murphy Bros., St. Catharine street, west, and A. Poitras, Bernard avenue, were other stores visited in which silent salesman cases were used for keeping tobaccos before the attention of customers. In a number of smaller stores, where space was limited, counter cases two or three feet in length were placed conspicuously. One store, recently opened, did not have a showcase, but an assortment of cigarettes, two or three boxes containing packages of tobacco, and three or four boxes of cigars are kept where they can be seen on the ledge back of the main counter. The proprietor expects to get a case shortly.

The consensus of opinion of those interviewed was that tobaccos were a necessary department for a grocery store and that there was no waste, a good profit, and no time lost in looking after them.

How Other Grocers Do Things

GETTING FRESH FISH TRADE.

Fresh fish are handled for the summer business without any difficulty in the grocery department of the Playfair, Preston Company at Midland, Ont. In the doorway is a box with a glass top, in which the fish are kept on ice, and the display is always fresh and clean, so as to attract the favorable attention of patrons of the store passing in and out. In the north country there is no difficulty in getting supplies fresh from the boats, and this fact means good business in the hot weather. In connection with Friday orders good use is made of the telephone. The manager knows his customers well, and on Thursday those likely to be wanting fish for Friday are called up and deliveries are made first thing on Friday morning; this is found very satisfactory, both from the standpoint of the store and the patrons.

* * *

HELPING THE COFFEE TRADE.

Harry A. Andrew, grocer, Chatham, Ont., makes an important feature of his coffee trade. Special attention is given to the quality of the coffee sold by this store.

As an indication that many little means of advertising exist of which merchants do not as a rule take advantage, the method used in the putting up of coffee by this store is interesting. Instead of wrapping the coffee in plain paper, special paper bags are used, lined with silver paper, which help materially to preserve the quality of the coffee until the purchaser can transfer it to a closed receptacle. The bags are further utilized to advertise the coffee department, bearing the following wording:—

WHAT ABOUT YOUR COFFEE?

There is nothing more wholesome and delicious than a cup of Fresh Coffee.

We roast weekly and grind as required.

HARRY A. ANDREW,
Chatham, Ont.

* * *

GETTING SUBURBAN AND CAMPING TRADE.

Catering to suburban trade and the handling of special orders for camping or week-end parties is given particular attention by Goodwins, Limited, Montreal. For their suburban trade, along what is known as the Lake Shore route, where a majority of the Montreal people migrate to during the summer months, they have a daily motor delivery. They have a salesman calling on the residents in the suburban settlements every day. The orders taken are telephoned to the store every night at five o'clock, and a special staff of clerks working at night fill the orders, so that they are ready to send out in the delivery at seven o'clock the following morning. Thus people in the suburbs can order one day and get delivery the next. This system has been found to work out very satisfactorily, as the steadily increasing volume of business testifies.

For camping and week-end parties they do not as a rule have special hampers made up, but leave it to the selection of the individual as to what goods are wanted. Suggestions will be made, of course, and very often more will be sold in this way than the customer had intended to buy. Some special hampers are made up, on occasions, usually of fruits, and are offered at a lump figure. The most satisfactory way, however, has been to let the customer select the goods wanted, and then pack them in a suitable hamper and deliver them wherever wanted.

Canned meats and fruits, jams, packages of biscuits, teas and coffees in packages and tins, extract of beef, coffee essence, bottled fruit syrups, grape juice or aerated waters, confectionery, fruits, etc., are all lines that are particularly appropriate for this class of trade.

ANOTHER U.S. FIRM FOR CANADA.

The American Metal Polish Co., manufacturers of Putz Cream Metal Polish and Silva Putz Silver Polish, has established a Canadian factory in Montreal to enable them to better look after their trade here. With the employment of Canadian labor there will likely be a revision of their prices for this market. This firm has been in business in West Somerville, Mass., for thirty years.

A Specialty Retail Grocer

"I met a Western Canadian merchant the other day," says a traveler, "who was one of the best retail specialty salesman I think I ever saw. His method is to give each one of his clerks a special line to concentrate upon as well as lines associated with the main one. He does very little actual selling himself. He simply walks about near the door and greets every customer who enters. She is conducted to the clerk who is not busy at the time and to him she gives her general order.

"Then comes the clerk's work. Behind him on the ledge beneath the shelving he has a neat display of his specialty—the one line he is trained to sell and about which he knows all the selling points. If the character of the article is such that a container can be opened and the goods shown, this is done. When the clerk makes a sale of olive oil—if that is his special line—he shows associated lines, such as salad dressing, shelled nuts, etc. If potted ham is the specialty, he shows other picnic and summer goods.

"In a day each clerk naturally disposes of a large quantity of goods over and above actual demand. When a new line is added, immediately one of the clerks is assigned to introduce it, and if it displays any merit whatever, a good demand is created in a short time. That merchant, I can tell you, is not afraid to stock the new line which promises well."

The traveler further told how this dealer increased sales of camp supplies in summer. Near the town is a lake around which are many cottages and camps. He caters to the residents there by means of hampers. This method disposes of large stocks of canned and bottle goods every summer, which business otherwise would not be secured.

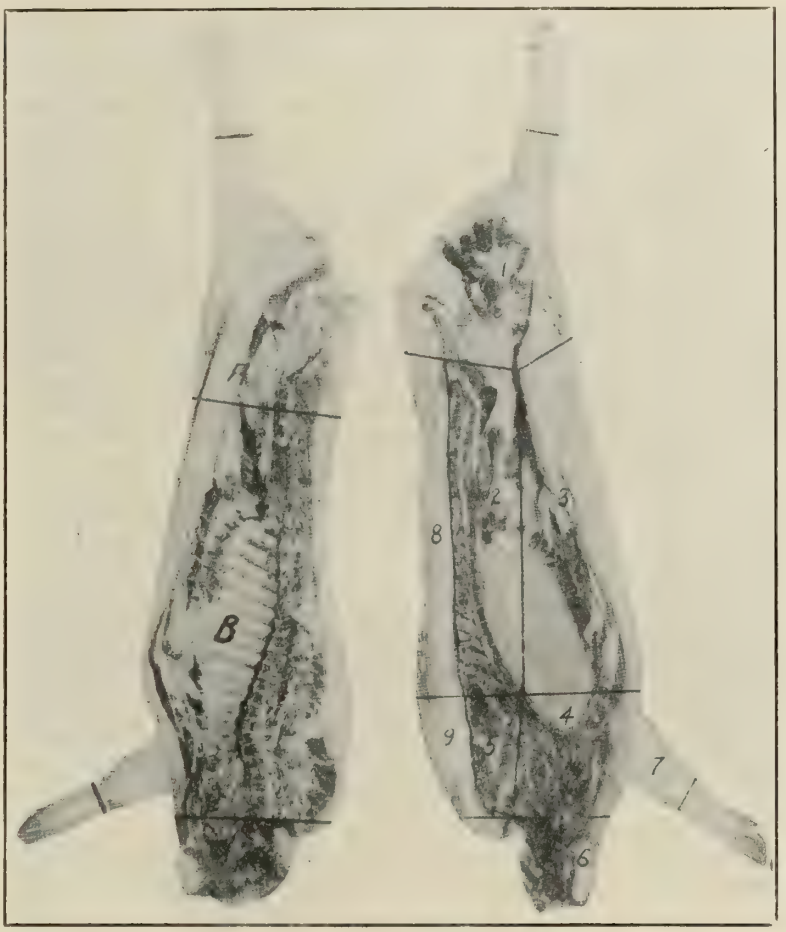
The Relation of the Hog to "Provisions"

Some Information for the Grocer Who Sells Provisions as to What Parts of the Carcase He is Selling to the Trade Under the Names Usually Called for—The Difference Between a "Picnic" and a Standard Ham.

Eighth Article of the Provision Series.

THE grocer who is selling provisions, or who may be contemplating the establishment of such a department to get his full share of the summer business of his customers—and it will pay him to do so in most cases—is often in the position of having little technical knowledge of the goods he is selling. The collection of information in connection with this series of articles has brought home to the author the fact that many do not know much more about provisions than that hams, bacon and the many other prepared meats when in the living state belonged to the hog family, and that the packer had done the rest.

To enter into a course of instruction in the packing business would be impossible in the course of these articles. There is no business to-day which has been brought to a more highly specialized state than that of the packer. It has been said that in the packing house they have found a use for everything but the squeal. This, of course, is overdrawn, but not so much so as one who has not gone through a big plant might think. When the statement is made that one of the big firms, with plants throughout the United States and Canada, in the year 1913 had sales of a million and one-third dollars per day it will be readily understood that packing pork and the preparation of provisions and cooked meats has been brought to the forefront in the ranks of big business. And one of the outstanding features of this business to-day is the sanitary conditions which prevail in the big packing establishments; as has been advised before, the grocer who is handling provisions should take the first opportunity of going through a packing plant and seeing for himself the conditions under which the meats are prepared.



Pork cuts, as shown by the above cut, are: 1, ham, 2, loin; 3, belly; 4-7, picnic shoulder; 5, Boston butt or cottage roll; 6, jowl; 8, fat back; 9, short cut clear.

In the reproduction appearing on this page is shown two half-carcasses with the markings of the different cuts. It is with the side showing the larger number of cuts that the retail trade in this country is chiefly concerned. The first figure shows the cuts according to the English standard. In America they apply to the meats prepared for export and they are also used in preparing supplies for the lumber or construction camps.

The domestic chart shows the standard cuts as generally used by the American and Canadian packers—although in some cases the cuts are varied where the carcasses are greatly below or above the usual weight standards. 1.—Shows the standard short cut ham. 2.—The loin. 3.—The belly. 4.—The picnic butt. 4 and 7.—The picnic shoulder. It is with these cuts that the provision dealer is chiefly concerned.

A percentage of heavy, sweet pickled hams, picnic and loins are boned out and sold as boiled meats. These same cuts are also sweet pickled and smoked after curing for the trade as smoked meats. The smoked meats also include light breakfast bacon bellies which have been dried-cured in salt and sugar.

If there has been any question ever arise in the mind of the grocer as to the distinction between the standard ham and the picnic "ham," the chart will prove an explanation. These cuts are practically from the two extremes of the carcass—the rump and the shoulder. The food laws require that at the present day the term "ham" be dropped with regard to picnics, but when the picnic is prepared after the same manner as the ham there is not such a great deal of difference so far as the taste is concerned.

The distinction between the two is, of course, a protection to both the retailer and the public, but there is no reason why a good business cannot be done in the picnics if the provision man explains to the customer that the chief difference is really in the price. When the ham goes up in the hot weather there should be a good business in the picnics.

The cut illustrated by Fig. 5 sometimes goes to the trade as the cottage roll and it will be noted that it is one of the best parts of the shoulder, and compares favorably with the ham when cooked, and the price is lower.

Cuts 6, 8 and 9 are not considered choice and in many cases are used for barrel or mess pork, or the fat is cut off for rendering and the lean used for making sausage.

Here has been given a general idea of whereof the more important provision cuts are made and the relation of these cuts to the whole carcass. Comparisons of different cuts, etc., will be dealt with in a further article.

STORE BULLETIN HELPS MAKE AN EFFICIENT STAFF.

(Continued from page 28.)

"Watch the price list on fresh fruits and vegetables several times daily. prices are liable to change any minute.

"Be sure and write in Want Book anything we are run out of, or are getting low on.

"When taking down orders either by phone or over the counters, always repeat the address to your customer. We are receiving complaints regarding wrong addresses.

"It is stated that the fire in a local grocery was caused by boxes of matches being upset. Handle matches carefully.

"See how many dill pickles and how much maple syrup you can sell to-day.

"When dealing with a customer, use the title "Madam," to ladies, and "Sir" to all gentlemen. The extension of these small matters of politeness to others does not lower the user, and proper self-respect can only exist when due respect is shown to others. Often customers are impolite, exacting, and unreasonable, and to such customers more attention and courtesy must be paid than to more pleasant patrons. It is easy to be friendly with a friend, but the man who can remain friendly with a knocker displays qualities that are to be commended.

"In some stores it is not the custom to allow demonstrators to go from behind the counter to invite customers to the demonstrating booth. In this store we wish them to do so, as it means more business.

Cleanliness Made a Feature.

"The Health Board will shortly pass a law that employees handling provisions, fruits, etc., must have their finger nails clipped closely, and kept clean; also that their hands be clean. We presume that our clerks are living up to this already. The public are demanding more of this kind of thing every year, and it is the clean and sanitary store that will get the business.

"All employees must hereafter put their coats in cupboards provided for this purpose in the rear. The east cupboard is for the men, and that in the west for the ladies, exclusively. No coats must be left hanging in the store.

"The manager desires to have a heart-to-heart talk with all employees in the interests of the business. As the store is open day and night, employees are asked to meet here next Sunday at 3 p. m.

"We notice that several lines of pastry were cleaned out on Saturday night as low as half price. Following are goods that will keep over Sunday: —Almond tarts, daisy cakes, coffee cakes, Congress tarts, fruit pies, meat pies, Scotch shortbread, biscuits, currant and sultana squares, Parkins, lemon pies, Force cakes, jam and lemon tarts.

"It is our intention to have the store painted inside and out. Has any employee a suggestion as to the best colors to be used?

"In every instance Mr. or Esq. must be added to a gentleman's name, and Mrs. and Miss to a lady's.

"The quicker clerks wait on customers, the better we like it. It is bad business to keep them waiting even for a second.

"Do not put cheese of any kind in the butter refrigerator.

"A customer phoned in to-day and complained that she had only received 15 lbs. of turnips for 25c., when the ad. stated that we were giving 18 lbs. Customers will think we are endeavoring to give them short weight, and we would rather close up the store to-morrow than do business that way.

Bananas by the Pound.

"We are going to experiment at selling bananas by the pound in place of the dozen.

"When using a cloth for dusting in the store, do not shake the duster in the store; take it out to the back.

"There is a very interesting article in Canadian Grocer on Salesmanship this week.

"'Would you mind paying the cashier while I am tying up your parcel?' say the above in preference to "Please pay the cashier." If you use the first, it suggests paying before they get their parcel.

"Whenever you notice a customer watching the scale, leave the order on long enough to allow them to catch the weight and figure it out for themselves.

"We notice an interesting article in this week's Canadian Grocer regarding the T. Eaton Co. We trust all clerks will read it. We will loan a copy to any clerk without one.

"Make it a point to wait on colored people as promptly if not more promptly than other customers. They are very touchy, and imagine clerks are trying to shun them. We want all their trade we can get. Also wait on ladies with baby carriages as soon as possible, and be sure and open the door for them as soon as you can conveniently do so.

"To-morrow we will put into force a new rule—that goods purchased by employees must be delivered by the drivers.

"Our employees must not call each other by their first names in the store. The use of Mr. or Miss sounds better to customers. Don't shout across the store.

"When putting a price ticket on an article, do not put down the bare price; say something that will appeal."

DECIDE TO AMALGAMATE.

Brantford, Ont., June 10 (Special).—A special joint meeting of the Brantford Retail Merchants' Association and Retail Grocers' and Butchers' Association was held last week, when T. J. Maher, organizer for the district, and B. W. Ziemann, president of the Dominion and Ontario Association, gave addresses. Mr. Maher outlined the work he has done in the past year. He was asked many pointed questions which he answered most satisfactorily. Others he referred to President Ziemann to explain as they came under his department. President Ziemann addressed the meeting at length, and convinced those present that he was in earnest and had faith in the organization of which he was the head. He is a forceful speaker and brought home his points very convincingly. He had to answer many cross-firing questions from those present. A resolution was moved by W. J. Mellen, president of the Ontario Retail Grocers' Association, and seconded by Fred Harp, one of the executive of the Retail Grocers' Association, endorsing the work being done by the Retail Merchants' Association and pledging the support of the meeting to the Retail Merchants' Association; also the Grocers' and Butchers' Association agreed to become a section of the R. M. Association, and be subject to its officers. The resolution was carried unanimously. President Ziemann thanked them and requested Organizer T. J. Maher to get to work and enroll every man in the retail business in Brantford on the membership list.

WINDOW DISPLAY CONTEST.

Lever Bros. of Toronto have inaugurated a window dressing contest for Canadian dealers and clerks. There are 48 cash prizes offered to the winners and a total of $495. There are three grand prizes of $50 each in cash to go to the winners in Ontario, Quebec and Maritime Provinces. The contest closes on July 18, and announcement of the winners will be made early in August.

Manufacturers and packers of the United States were prohibited from using the phrase "guaranteed under the food and drugs act" after May 1, 1915, according to a ruling made by the Secretary of Agriculture. After that time the manufacturers may give guarantees of their food products to dealers in invoices if they wish, but the phrase upon labels must be discontinued.

J. A. Mackness has opened a new store at 205 Grand Avenue, Chatham, Ont.

THE CLERKS' DEPARTMENT

GOOD SALE OF CANNED CHICKEN.

Editor Clerks' Page.—I noticed your recent offer in which you asked for evidences of the Selling Power of the clerk. Here is one I hope will be useful for publication.

A couple of weeks ago I decided that we should be selling more canned chicken. The hot weather had arrived and it seemed to me there was every promise of a good trade in this line. So on Monday morning I placed some cans of chicken on the counter and wrote a display card reading: "Cold Chicken—Delicious in Hot Weather." The very first woman who came into the store saw the card and asked me about it. I recommended it and made a sale. During the day I disposed of 7 tins and during the week an average of 9 every day, making 54 altogether. This meant a fairly good extra profit.

I trust this will be satisfactory for your Clerks' Page.

W. H. C. (Ottawa).

* * *

GUELPH CLERKS BRANCHING OUT.

Guelph, Ont., June 10.—(Special).—When the Retail Clerks' and Salesmen's Association of this city organized more than a year ago, it was only with the hope of securing annually a weekly half holiday during the summer months. But a banquet last week—the first held by the association—marked a new era in the work of this body. It is now branching out along educational lines and is destined to become a highly successful organization from this standpoint.

Among the items on the programme were several solos and musical numbers by members of the association. This is an organization which recognizes both sexes on an equality basis and although the president, Mr. Tovell, and the secretary, C. W. P. Curzon, belong to the so-called "sterner" sex yet the ladies are interested workers and graced the dinner by their presence.

A talk was given by B. T. Huston, Toronto (Canadian Grocer staff), on the methods of selling goods which would class a clerk in the ranks of salesmen, and on eliminating the unnecessary work in the store so the business may run along on the most efficient lines. He spoke, not from the standpoint of a man behind the counter, but as one whose duties naturally cause him to be interested in salesmanship and efficiency and as one who had observed these things practiced by good merchants whom he had interviewed and merchants from whom he purchased goods. Each point was illustrated by an actual experience that had come under his observation.

Knowledge of the goods, knowledge of the customer, courtesy, satisfactory service, and aggressiveness, he pointed out, were all essential to the good salesman.

"But the degree of success of any salesman," he added, "must be based upon the amount of goods he sells over and above the actual demands of the customer whom he serves, providing, those goods are sold at profitable prices. Almost anyone can sell a customer an article for which she makes a special trip to the store but it requires the work of a salesman to sell her other goods to her entire satisfaction."

A window trimmer, a show card artist and an ad-writer who can CREATE demand by his work must also be included in the ranks of the salesmen.

Manner of approaching a customer who has just come into the store and of methods endeavoring to make an extra sale when the customer had secured what he came for, were referred to. In regard to the latter, Mr. Huston referred to the kind of answer that usually followed the negative question. "If a customer were asked the question 'nothing else?' 'You wouldn't want a ———, to-day, would you,' etc., the natural answer was 'No.' 'Anything else,' is better than 'nothing else,' but it is not altogether conducive to a favorable answer. Better offer a definite suggestion about why some particular line should be bought—then the customer has something tangible to consider."

"Efficiency," he said, "was nothing more than doing the right thing at the right time. To do this one must know what to do and then how to take the shortest and least expensive route to accomplish the act." Cases were cited where this principle had cut down costs in stores and manufacturing plants, and where the absence of it was meaning inefficient service, leaks in the business and loss of custom. A vote of thanks was tendered Mr. Huston for his talk.

It was decided that further meetings of a similar character would be held in future and a vote of thanks was tendered the officers for arranging it. The decision was also reached to run an excursion on one of the Thursday half holidays during July or August. This will be anounced later.

THE ENCYCLOPEDIA

NUTMEG AND MACE.

It isn't every one who knows that the two familiar spices, nutmeg and mace, come from the same fruit. The fruit of the tree from which are obtained the nutmegs of commerce consist of four parts. There is the outer fleshy part which is somewhat tough, something like candied lemon. It is, in fact, often preserved and used as a sweet-meat.

This covering will easily split in two, showing inside the second part—the mace spice. The mace is a thin covering on the inside shell. At first it is bright red, but when pressed out flat and dried in the sun takes on a yellowish or brown tint, and possesses a pleasant aromatic smell with a pungent taste.

The shell is next reached, inside of which is the kernel. This kernel is the nutmeg of commerce.

The mace is peeled off carefully and usually pressed flat between heavy blocks of wood. It is left like this for a couple of days, then put into a case where it remains until it acquires the proper color. The shells are placed in receptacles with fine mesh bottoms made of bamboo or similar maternal so that the air can pass around them. They are placed about 12 feet above a slow, smouldering fire and frequently turned. Here they remain for about six weeks. When the kernel begins to rattle inside the shell they are taken out and exposed to the sun for a few days, and then carefully cracked. If the shell is struck too hard a black mark is made on the nutmeg which affects its value. When cracked the nutmegs are limed to protect them from maggot and beetle attacks.

To tell whether a nutmeg is good or "wooden," stick a pin in it. If oil comes out freely the quality is good.

Nutmegs vary in size, running from 60 to 120 to the pound. There are probably more 110's sold than all others combined.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

The Henryville Canning Co., Ltd., has been registered at Henryville, Que.

The general store of S. K. Benvil, Truro, N.S., has been burned out.

J. W. Windsor, Limited, Montreal, have been incorporated under a Dominion charter, with a capital of $50,000.

Ontario.

W. A. Sutton has opened a grocery store in Kentville, Ont.

G. W. Cheney, grocer, Sarnia, Ont., has sold to J. H. Phillips.

David Magee has opened in Cardinal, Ont., a new grocery store.

E. L. Macguire, grocer, Toronto, has sold out to W. B. Clifton.

The R. Stork Co. have opened a grocery store in Oshawa, Ont.

Mrs. M. A. Parry has bought the grocery of Wm. Dulmage, Toronto.

Mrs. L. M. Goodrich, grocer, Ottawa, Ont., is succeeded by R. E. Hay & Co.

W. J. Mendorff is building a new store at the corner of Gray and Queen Streets, Chatham, Ont.

Fine & Reuben have opened a wholesale grocery business at 397 Queen St. West, Toronto.

Notter Brothers are now conducting the grocery at Toronto formerly run by W. J. Jackson.

Harry Brundle, Simcoe Street, Niagara Falls, Ont., will erect an addition to his store.

J. F. Cass has bought the business formerly conducted by A. Shaw at 184 William street, Chatham, Ont.

J. W. Blackburn has opened a new store at the corner of Van Allen and Grand Avenue, Chatham, Ont.

Jas. Wagstaffe, of Wagstaffe, Limited, Hamilton, Ont., was in Toronto on Wednesday calling on the wholesale trade.

Libby, McNeill & Libby, Guelph, Ont., open their new plant to-day (Friday) to the citizens of that city. Cards of admission were obtained from the retail grocers.

Thos. Kirkwood, of Kirkwood & Sons, brokers, Toronto, is on a business trip through the Eastern States. This means that still another Canadian firm is invading United States markets.

Robt. A. Low, late Western Ontario representative for the H. J. Heinz Co., has been appointed sole agent for the Brantford Computing Scale Co. and Brantford Specialty Co. in Montreal.

P. H. Pryor, of Chapleau, Ont., was in Toronto during the week, and called at the office of the Canadian Grocer. He is taking over the management of the J T. Smart grocery store there.

The Canadian National Exhibition will be held in Toronto this year from August 29 to September 14. Last year the attendance was 1,009,000, and this year, being Peace Year, it is anticipated this will be exceeded.

The St. Williams Fruit Preserves, Limited, has been granted an Ontario charter to manufacture jams, jellies, etc. The head office is in St. Williams. W. F. McCall, manufacturer, and E. F. Montgomery, farmer, are among the provisional directors.

Western Canada.

Baker & Lish's general store at Ladywood, Man., was burned out.

The death occurred recently at Winnipeg, Man., of J. Waite, grocer.

The general store of J. M. Winkstock, Kreuzburg, Man., was burned out.

R. P. Eades has bought out the general store of J. F. Bryce, Ernfold, Sask.

Leslie Brothers, general merchants, Moore Park, Man., suffered heavy loss by fire.

Some twenty Winnipeg grocers were fined recently for breaking the early closing by-law.

The stock of Lewarton Bros. & Johnston, general merchants, Brooking, Sask., has been sold to John Mitchell.

The general store of Gillespie & Smith, at Griswold, Man., will in future be conducted under the style Gillespie & Humphries.

A branch of the Retail Merchants' Association has been organized in Creemore with the following officers: Jos. Akitt, president; R. J. Johnston, vice-president; H. M. Corbett, secretary; E. H. Nicol, treasurer.

Robert Jonas, formerly on the clerical staff of the Acme Co., Ltd., grocery department, Edmonton, Alta., has been appointed manager in succession to J. E. Livingstone, who recently accepted the position of manager of the grocery department of the Hudson's Bay Co., Edmonton.

Macdonald's Consolidated is the name under which the wholesale grocery firm of H. H. Cooper & Company, of Edmonton, Alta., will be known in the future. It is announced that the company, which started in business six months ago, has applied for incorporation under the laws of the Province of Alberta.

GUILD MEETING POSTPONED TO JULY 6 AND 7.

Montreal, June 11.—(Special).—The annual meeting of the Dominion Wholesale Grocers' Guild, which was scheduled for June 29 at Montreal, has been postponed until July 6 and 7. This action was taken in view of the fact that the Ontario provincial elections are to be held on June 29, and it was thought this attraction would be too strong for the Ontario members. An interesting programme is now being arranged for the convention by Zeph. Hebert, the president, and members of the executive.

MORE HALF HOLIDAYS.

Since last week the following additional announcements of half holidays have been received:

BARRIE.—Wednesday afternoon during July and August.

BRANTFORD.—Grocers and butchers close Wednesday afternoon, June, July and August.

MARLBANK.—Wednesday afternoon, June, July and August.

NEWBURGH. — Wednesday afternoon during July and August.

PRESTON.—Some stores close Thursday afternoon.

WELLINGTON. — Thursday afternoon during June, July and August.

THE CO-OPERATIVE BILL.

The end of the session at Ottawa is apparently so close at hand that it is practically assured the Co-operative Credit Societies Bill, introduced by Solicitor-General Arthur Meighen, will go over to the next session.

The young man who makes good makes friends.

Lull Follows Record Business in Sugar Market

Buying by Both Wholesalers and Retailers Heaviest in History of Toronto—Market Now Marking Time, While Speculators in Raws Take Profits — Business Keeping One Eye on the Crop Outlook, and Better Business is Reported in Montreal, Toronto, and the West.

Office of Publication, Toronto, June 11, 1914.

FROM this time forward until the threshers are through, a big factor in business will be the crops, and particularly the crops of Western Canada, for that country is so linked up with the general interests of the Dominion, both in the wholesale and the manufacturing lines, that improved conditions will have the same influence for the better as the falling off in demand had to the contrary some time ago. The present outlook could hardly be more favorable, according to reports from reliable sources, and heavy rains last week had a wonderful effect. That there is now little to fear but the hail storms is the tenor of the advices, and in the markets the estimates are put at 200,000,000 bushels.

Favorable reports from the West and a bullish summary on United States conditions have had their effect. Millers are finding trade quiet, but export business may now pick up, although with stocks on hand there appears to be a disinclination on the part of foreign buyers to raise the bids to an even line.

In sugar there has been a reaction following several weeks of what one dealer describes as the heaviest buying, both by wholesalers and retailers in the history of Toronto. Speculators are now reported to be taking profits, and with the summer weather, demand renewed strength may be looked for when this supply is exhausted. In British Columbia there is reported to be some competition on between the local and Chinese refiners with the result that there has been a reduction of 50c.

The improvement in the quality of butter and cheese has led to competition on the part of packers with the result that prices have gone up to such an extent that there is little interest in export business. It is reported, however, that some smuggling has been done to the American markets.

The outlook for the fruit and vegetable crop and extent of the acreage are the factors of interest now in the canned goods trade. Although there is no definite information, it is understood that there has been a big reduction in the acreage. A continuance of hot, dry weather would mean quick ripening and a short season for strawberries and some of the vegetables.

There have been reports of damage to the broom corn crop in the south, but it is too early to predict the effect of this as yet.

QUEBEC MARKETS.

Montreal, Que., June 11.—Business continues satisfactory, and some jobbers report sales show an increase over same period a year ago. A number of manufacturers are complaining, however, that their business is not as good as it should be, but it is anticipated that a good crop this year will mean better trade generally. Despite the talk of hard times and tight money, jobbers report that articles of luxury, such as high-grade canned and bottled vegetables, etc., are selling readily. Collections are reported fairly satisfactory.

SUGAR.—There has been a slight falling off in demand lately. Buying was heavy immediately following increase in price, but now most dealers appear to be pretty well stocked, and demand has slackened. The market is still firm, and it would appear that any further change would be in way of higher prices.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 45
20 lb. bags	4 55
2 and 5-lb. cartons	4 75
Second grade, in 100 lb. bags	4 30
Yellow Sugars—	
No. 3	4 40
No. 2	4 50
No. 1	4 10
Extra Ground Sugars—	
Barrels	4 85
50 lb. boxes	5 15
20 lb. boxes	5 25
Powdered Sugars—	
Barrels	4 85
50 lb. boxes	5 05
25 lb. boxes	5 05
Paris Lumps—	
100 lb. boxes	5 20
50 lb. boxes	5 40
25 lb. boxes	5 50
Crystal Diamonds—	
Barrels	5 25
100 lb. boxes	5 40
50 lb. boxes	5 50
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15

TEAS.—Prices are firmer owing to reports from Japanese primary markets. Ceylons are still firm, and there has been a good demand for all grades.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 76	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish, No. 1	....	0 12¼
Virginia, No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

Markets in Brief

QUEBEC MARKETS.

FISH AND OYSTERS -
- Prices on most lines lower.
- Lobsters and brook trout higher.
- New dried codfish offered.

PRODUCE AND PROVISIONS—
- Butter situation interesting; advance in price.
- Slight decline in eggs.
- Fractional advances in cheese.

FRUITS AND VEGETABLES—
- New California fruits arrive.
- Decline in vegetables continues.
- Texas onions on market.

FLOUR AND CEREALS—
- Flour market quiet and steady.
- Limited demand for rolled oats.
- Feeds still sell well.

GENERAL GROCERIES—
- High-grade Japan teas open higher.
- Shelled almonds and walnuts advance.
- Canned lobster advances.
- Advance in woodenware.

ONTARIO MARKETS.

GENERAL GROCERIES—
- Currants promise to be dear.
- Acreage for canneries curtailed.
- Record buying of sugar.
- Quiet market for dried fruits.

PRODUCE AND PROVISIONS—
- Butter up 1c and 1½c.
- Eggs weaker; poorer quality.
- No advance in hams yet.

FRUITS AND VEGETABLES—
- New peaches and plums.
- Turnips and carrots done.
- Canadian strawberries in.

FLOUR AND CEREALS—
- Flour business quiet.
- Export bids out of line.
- Mill feeds keep firm.

MANITOBA MARKETS.

GENERAL GROCERIES—
- New apricots 3c lb. less.
- Split peas easier.
- Shelled almonds raised.
- Canned goods chaotic.

FLOUR AND CEREALS—
- Business good for time of year.

FRUITS AND VEGETABLES—
- Lemons up again.
- Cherries from Washington.
- Green peas 12½c lb.

PRODUCE AND PROVISIONS—
- Lard market weaker.
- Manitoba creamery down.
- Eggs unchanged; quality not so good.
- All old cheese cleaned up.

COFFEE.—This market is practically unchanged, and the demand, as usual at this season of the year, is limited.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 22
Santos	0 22	0 23
Chicory, per lb.	0 08	0 10

MOLASSES.—The market continues firm, and the demand for both city and country trade has been good. People seem to be realizing more and more that molasses is a cheap article of diet, and jobbers report that sales have been particularly brisk this spring. There has also been a good demand right along for maple syrup, and the prices have shown scarcely any change.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.30	.28
Barrels	.33	.31
Half barrels	.35	.33

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lbs. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.		1 00
Maple sugar, pure, per lb.	0 10	0 11

DRIED FRUITS.—This market is quiet just now, except that the usual amount of business is passing in Valencia and seeded raisins and currants. There is also a fairly good sale for evaporated apples.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 12
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg.	....	0 06½
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 1[illegible]	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 100, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 06½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

SPICES.—Business continues good, with prices fairly steady. Grinders appear to be well satisfied with the condition of trade at present time, and the outlook appears bright.

	5 and 10 lb. Tins,	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	25—30	72—0 90	90—1 15
Cloves	30—35	1 06—0 95	..—1 08
Cream tartar	28—33	..—1 00	.....
Curry powder	..—35	.....	.....
Ginger, Cochin	18—20	.....	.....
Ginger, Jamaica	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamon seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Dutch, per lb.	....	0 15
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 15	0 18
Celery seed, per lb., in bulk	0 30	0 35
Cayenne Chillies	....	0 25
Shredded cocoanut, in pails	0 18	0 20

NUTS.—Valencia shelled almonds are up this week, and are now quoted at 40 to 42 cents a pound. Bordeau shelled walnuts are also higher, and price is 45 to 46 cents. With these exceptions the market is unchanged from last report.

Shelled walnuts, per lb.	0 40	0 42
Shelled almonds, 28-lb. boxes, per lb.	0 45	0 46
Finest filberts	....	0 13
Pecan	0 16	0 18
Almonds	0 18½	0 20
Walnuts, Grenoble	0 18	0 19
Walnuts, Marbots	0 15	0 16
Brazils, new	0 13½	0 14½
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3(9½c; No. 4	....	0 09

RICE AND TAPIOCA.—There has been very little movement in these lines lately, and prices have not changed since last report.

Rangoon Rices—	Per cwt.
Rangoon "B"	2 90
C.C."	2 80
India bright	3 05
Lustre	3 15
Fancy Rices—	**Per cwt.**
Polished	4 30
Pearl	4 50
Imperial Glace	4 80
Sparkle	5 00
Crystal	5 00
Snow	5 20
Ice drips	5 35
Carolina head	7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 05½	0 05¾
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05¾	0 05¾
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

DRIED VEGETABLES.—There is little of interest in this market at present. Prices are unchanged, and the demand for all lines has been about the average at this time of year.

Beans—		
Hand picked, per bush.	2 40	2 50
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

WOODENWARE.—An advance of 5 per cent. on all kinds of woodenware, pails, tubs, etc., was announced this week.

ONTARIO MARKETS.

Toronto, Ont., June 11.—That there is a little better tone to the market in Ontario is the opinion of some of the wholesalers, and this applies more pointedly to the city business. Collections are just fair, and credits need careful watching. The increase in orders is probably due to the fact that since the tightening of conditions the grocers have been watching their stocks closely and reducing them as much as possible, and naturally the catching up process curtailed orders.

SUGAR.—Following unusual strength and activity in sugar market there has been a reaction, and with the lull in buying there is a comparative weakness in market for raws. This is not taken in the trade as indicating anything in the way of lower quotations, but is regarded as the effect of the speculators getting rid of their holdings to refiners, and outlook is for renewed strength as soon as these stocks have been reduced. Particularly is this the case with the hot weather and the heavy consumption. Reports from Cuba tend to support this theory, for there were only thirty-two centrals working at first of month, and they are closing up rapidly. The representative of one of the big refineries made the statement to Canadian Grocer that he would venture to say that past month has seen more sugar buying than at any time previous in the history of the local market, and this applied both to retailers and wholesalers.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 51
20 lb. bags	4 61
10 lb. bags	4 66
2 and 5 lb. cartons	4 81
Second grade granulated, 100-lb. bags	4 41
Nova Scotia refined, 100-lb. bags	4 41
Western Ontario refined, 100-lb. bags	4 41
Extra Ground Sugars—	
Barrels	4 91
50 lb. boxes	4 11
25 lb. boxes	5 31
Powdered Sugars—	
Barrels	4 71
50 lb. boxes	4 91
25 lb. boxes	5 11
Crystal Diamonds—	
Barrels	5 26
100 lb. boxes	5 26
50 lb. boxes	5 36
Paris Lumps—	
100 lb. boxes	5 26
50 lb. boxes	5 36
25 lb. boxes	5 56
Cartons (20 to case)	7 31
Cartons (50 to case)	7 31
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 1	4 11

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—The market is pretty well cleared up. Apples maintain a high price, and prunes, which are now in small compass, will come in again at top figures, from the present indications and reports of short crops from the coast. Currants are an interesting feature at present on reports of serious damage to new crop. In London the price has advanced a shilling, which is 1s. 6d. more for the new than the old.

Apples, evaporated, new per lb.	0 10½	
Apples, evaporated, old, per lb.	0 09	0 10
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06½	0 06¾
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09¼
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06¼	0 09
Hallowees	0 06¾	0 06
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08¼	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 09
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 06	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06¾	0 07½

Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

SYRUPS.—A falling-off in demand for syrups is looked for with the hot weather, but price of corn, which is over 71c, practically precludes the chance of a change in prices. Dealers in syrup report an increasing demand for corn starch and laundry starch, which maintains the balance of trade with them.

Syrups—	Per	case.
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

DRIED VEGETABLES.—Despite hot weather, the market for dried vegetables, especially beans, continues firm. Prices are unchanged.

Beans—	Per	bushel.
Canadian primes	2 15	2 20
Canadian, extra H. P.	....	2 40
Yellow eyes	3 00	3 25
Brown	....	3 25
Lima	0 08	0 08½
Peas, blue Canadian, per bush	2 00	2 25
Peas, green, imported, bush	....	2 40

SPICES.—There has been some interest in cream of tartar for the jobbers, and firmer prices, but nothing sufficient to affect the retailer. The market is seasonable, with a little more interest being displayed with approach of the busy season.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	.....	0 12—0 15
Cinnamon, whole	.....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	.....	0 25—0 35
Cloves, whole	.....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	.....	—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	....	0 22—0 25
Ginger, African, ground	....	....—0 16
Mace	....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	.....	....—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins	.....	....—0 55
Pastry spice	.....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole	.....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	.....	0 26—0 28
Pickling spice	.....	....—0 15
Turmeric	.....	0 25—0 35

TEAS.—There is continued strength in tea market, and nothing that would indicate any downward tendency. Japan teas recently came in 1c to 2c above a year ago, and Assams recently came in on an equal footing. In Ceylons, June and July are the two most unsatisfactory months of the year, and products are in cheap class. However, for cheap teas the market is strong, and likely to continue so.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 35
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50
Moyune, gunpowder, pinhead	0 33	0 45

COFFEE.—Dealers report that coffee has been somewhat dearer of late and especially strong for the season. However, changes which will affect the retailer do not appear likely.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	0 17	0 18
Santos	0 19	0 21
Chicory, per lb.	0 10	0 12

NUTS.—High prices for nuts continue, and this is particularly true of the shelled varieties, where good quality stocks seem to be very low.

In shell—	Per	lb
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	.....	.....
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 45	0 50
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 40	0 50

BROOMS.—The usual summer strength has been felt for the past couple of months with the broom manufacturers—the result of the consumption of the stocks on hand. To the trade there has been no increase in prices. Reports from Oklahoma would indicate conditions, which are not as favorable as the manufacturers would like; it being advised that owing to heavy rains the broom corn has had to be re-seeded in some sections. However, in the opinion of some local houses the situation is yet too premature to give any indication of what the market may be.

CANNED GOODS.

MONTREAL.—An advance of 10c per dozen has been made in all sizes of canned lobster. Market is firm. Jobbers state that canned salmon will have to be advanced very soon. Prices are higher in primary markets, and this will no doubt affect present stocks in hands of jobbers. Retail dealers seemingly realize the likelihood of higher prices, for buying has been very heavy lately.

TORONTO.—Hot weather is making better business in canned goods, but interesting feature of this market from now on will be with regard to the new crop, and although anything like definite information as to the acerage is very hard to get, it is generally understood in the trade that there has been a big curtailment in orders following what is regarded as general over-production last summer. The weather will also be an important factor, and a continuance of such conditions as at present would mean that development of strawberries and some vegetables would be very rapid and the season short.

FRUITS.

Apples—Ontario and Quebec—Group A.	Per doz.
3's, Standard	1 07½
3's Preserved	1 50
Gals., Standard	3 02½
Gals., Preserved	4 05
Blueberries—	
2's (Huckleberries) standard	1 50
2's (Huckleberries) preserved	1 80
Gals. (Huckleberries) standard	6 55
2's Black Cherries, pitted H.S.	1 95
2's Black Cherries, not pitted H.S.	1 55
2's Red, Ptd, Cherries, H.S.	1 95
2's Not Ptd., Red Cherries, H.S.	1 55
Gals., Ptd., Cherries	8 55
Gals., Not Ptd., Cherries	8 05
2's Cherries, White, Not Ptd., H.S.	1 55
2's Cherries, White Ptd., H.S.	1 95
2's Black Currants, H.S.	1 95
2's Preserved, Black Currants	2 30
Gals. Black Currants, standard	5 30
Gals. Black Currants, solid pack	8 30
2's Red Currants, H.S.	1 95
2's Red Preserved Currants	2 30
Gal. Red Currants, standard	5 30
Gals. Red Currants, solid pack	8 30
2's Gooseberries, H.S.	1 80
2's Gooseberries, Preserved	2 05
Gals. Gooseberries, standard	7 05
Gals. Gooseberries, solid pack	8 80
Grapes—	
2's, white, Niagara, preserved	1 40
Gals., white, Niagara ,standard	3 30
2's Pineapple, sliced, H.S. White Bahama	1 95
2's Pineapple, grated, H.S. White Bahama	1 50
2's Pineapple, whole, H.S. White Bahama	1 95
3's Pineapple, whole, H.S. White Bahama	2 50
2's Pineapple, sliced	2 02½
Peaches—	
2's white, heavy syrup	1 40
2½'s white, heavy syrup	1 90
3's white, heavy syrup	2 00
1½'s yellow flats, heavy syrup	1 22½
2's yellow, heavy syrup	1 52½
2½'s yellow, heavy syrup	1 90
3's yellow, heavy syrup	2 00
3's yellow, whole, heavy syrup	1 65
3's pie, not peeled	1 10
3's pie, peeled	1 40
Gals., pie, not peeled	2 87½
Gals., pie, peeled	4 12½
Pie fruits, assorted, gals. (add 5 per cent.)	....
Pears—	
2's Bartlett, heavy syrup	1 55
2½'s Bartlett, heavy syrup	1 80
3's Bartlett, heavy syrup	2 05
2's Flemish beauty, heavy syrup	1 50
2½'s Flemish beauty, heavy syrup	1 75
3's Flemish beauty, heavy syrup	2 00
2's Keiffers, heavy syrup	1 30
2½'s Keiffers, heavy syrup	1 55
3's Keiffers, heavy syrup	1 80
2's light syrup globe	1 12½
3's light syrup, globe	1 40
3's pie, not peeled	1 00
3's pie, peeled	1 30
Gals., pie, not peeled	2 77½
Gals., pie, peeled	4 02½
Plums—	
2's Damson, light syrup	92½
3's, Damson, light syrup	1 30
2's Damson, heavy syrup	1 00
3's Damson, heavy syrup	1 40
Gals., Damson, standard	2 80
2's egg, heavy syrup	1 10
2½'s, egg, heavy syrup	1 40
3's egg, heavy syrup	1 50
2's, green gage, light syrup	1 02½
2's green gage, heavy syrup	1 10
3's green gage, light syrup	1 40
3's, green gage, heavy syrup	1 50
Gals., green gage, standard	3 05
2's, Lombard, light syrup	92½
2½'s, Lombard, light syrup	1 10
2's, Lombard, heavy syrup	1 00
2½'s, Lombard, heavy syrup	1 30
3's, Lombard, heavy syrup	1 40
Gals., Lombard, standard	2 80
2's Rhubarb, preserved	1 55
3's Rhubarb, preserved	2 30
Gals. Rhubarb, standard	3 55
2's Strawberries, H.S.	2 17½
2's Strawberries, preserved	2 32½
Gals. Strawberries, standard	7 55
Gals. Strawberries, solid pack	9 80
Lawtonberries—	
2's Blackberries H.S.	1 85
2's preserved	2 15
Raspberries—	
Gals. standard	7 05
2's black, H.S.	1 95
2's black, preserved	2 15
Gals., black, standard	7 05
Gals., black, solid pack	9 30
2's red, H.S.	1 95
2's red, preserved	2 15
Gals., red, standard	7 30
Gals., red, solid pack	9 30

Group B, 1½ cents less per dozen.

VEGETABLES.

Ontario and Quebec Prices.

	Group A, per doz.
2's Asparagus Tips	2 30
2's Asparagus butts	1 45

2's Beets, sliced, Blood Red, Simcoe	1 00
2's Beets, whole, Blood Red, Simcoe	1 00
2's Beets, whole, Blood Red, Rosebud	1 30
3's Beets, sliced, Blood Red, Simcoe	1 35
3's Beets, whole, Blood Red, Simcoe	1 40
3's Beets, whole, Blood Red, Rosebud	1 55
Beans—	**Group A**
2's, golden wax, midget, Auto brand	1 17½
2's, golden wax	0 87½
3's, golden wax	1 25
Gallon, golden wax	3 55
3's, Refugee (green)	1 25
2's, Refugee, midget, Auto brand	1 17½
Gallons, Refugee	3 65
(Group B is 2½c doz. less in each case.)	
Beans—	
2's Crystal wax	0 97½
2's Lima	1 20
2's Red kidney	1 00
3's Cabbage	1 00
2's Carrots	1 00
3's Carrots	1 30
Cauliflower—	
2's	1 40
3's	1 80
Corn—	
2's	0 95
2's fancy	1 05
Gals., on cob	4 65
Parsnips—	
2's	1 00
3's	1 20
Peas—	
2's Extra Fine Sifted, Grade 1	1 30
2's Sweet Wrinkle, Grade 2	0 90
2's Early June, Grade 3	0 87½
2's Standard, Grade 4	0 85
Gals. Sweet Wrinkle, Grade 2	4 30
Gals. Early June, Grade 3	4 15
Gals. Standards, Grade 4	4 05
Pumpkin—	
2's	0 82½
2½'s	0 75
3's	0 85
Gals.	2 30
Sauer Kraut—	
2½'s, Simcoe	0 95
3's, Simcoe	1 00
Gals. Simcoe	2 80
Spinach—	
2's Table	1 30
3's Table	1 80
Gals. Table	5 32½
Squash—	
3's	1 00
Gals.	2 80
Succotash, 2's	1 00
Tomatoes—	
2's	0 87½
2½'s	0 95
3's	1 00
Gals.	2 92½
Turnips, 3's	1 00

Salmon—		
Fraser River Sockeyes—		
1 lb. talls, dozen	2 25	2 30
1 lb. talls, dozen	2 45	2 50
½ lb. ats, dozen	1 45	1 50
Northern River Sockeyes, dozen, 1's		2 10
Red Springs, dozen	1 85	1 90
Cohoes, dozen	1 45	1 50
Pinks, dozen	0 95	1 00
Sardines—		
Domestic, quarters, case	3 50	3 75
French, quarters, case	13 50	15 00
Norwegian, quarters, case	10 00	11 00
Portugese	8 00	12 00
2's Refugee or Valentine (green)		0 87½

MANITOBA MARKETS.

Winnipeg, June 8.—The grocery business is slightly better, so the wholesalers report, but there is still a noticeable shortness of contract business. All seasonable lines; i.e., summer goods, are having a big demand. Still, nobody seems to be buying anything they are not urgently in need of. One hears the same story on every hand—"waiting for the crop." Signs so far are good; good enough to have a favorable effect on the wheat market. Wholesalers in Calgary and district are beginning to feel the effect of big drain of money caused by speculation in oil shares there.

New dried fruit is coming in. Old apricots, which cost 20c to lay them down here, are practically all cleaned up. The new crop, on sale in a few weeks, will be 5c cheaper. The price of canned goods is still in a chaotic state, owing to the variety of prices quoted. New cheese, which came on the market at a low price, has risen ⅜c in the week.

The old Macdonald Company, who have been operating under the names of H. H. Cooper & Co. and J. Crawford, at Edmonton and Moose Jaw respectively, have now come out under the name of Macdonald Consolidated. It is believed they will open new branches.

A decline in starch, which was expected, has not taken place. It is still expected, however. Good buying in tapioca and sago, and higher prices are talked of. Rice, the demand for which is good, is expected to remain firm. Dates are quoted higher by some firms. In green fruits, the most important change is in lemons, which have gone up for Californias, from $5.50 to $7, and for Messinas, from $4 to $6, inside of two weeks.

SUGAR AND SYRUPS.—The price of sugar did not change this week, and there was nothing to indicate a change in the near future, though there are some who insist that another rise in price will take place early. Market is strong, and demand is heavy, owing to preserving season coming on. Some of the refineries are several days behind with their orders. New Orleans molasses are down.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 90
Extra ground or icing	5 40
Powdered	5 20
Lumps, hard	5 85
Montreal, yellow	4 50
Sugar, B.C.—	
Extra standard granulated	4 90
Yellow sugar, No. 1	4 50
Yellow sugar, No. 2	4 35
Yellow sugar, No. 3	4 25
Bar sugar	5 65
Icing sugar	5 25
Powdered sugar	5 65
H. P. lumps	5 75
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 80
Barrels, per cwt.	4 75
Halves, 50 lbs., per cwt.	4 80
Bales, 20 lbs., per cwt.	4 85
Powdered, barrels	5 10
Powdered, 50s	5 45
Powdered, 25s	5 75
Icing, barrels	5 40
Icing, 50s	5 65
Icing, 25s	5 80
Icing, pails	5 70
Cut loaf, barrels	5 50
Cut loaf, 50s	5 75
Cut loaf, 25s	6 00

Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	2 85
5-lb. tins, 1 doz. to case, per case	3 20
10-lb. tins, ½ doz. to case, per case	3 00

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 30	0 33

Maple Syrups—	Per case.
Imperial quarts, case 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUIT.—New apricots will be 3c a lb. less, and the first delivery will be made on Manitoba markets during the last part of June. Apples are unchanged. The 1913 pack of evaporated apples have all been bought up off the Ontario market, and any stocks held now are in the wholesalers' hands. It will be a long time before the new crop is available, and prices on the small balance will have advanced before the end of June. Several Winnipeg wholesalers have put their price up on dates, but many remain unchanged. Imported raisins are easier; currants are strong.

Apples, evaporated, new, per lb.		0 11
Currants—		
Dry clean		0 07
Washed		0 07¾
1 lb. package		0 08
2 lb. package		0 16
Dates—		
Hallowi, loose, per lb.		0 06¾
Hallowi, 1 lb. pkgs.		0 06¾
Fard dates, 12-lb. boxes		1 00
Peaches—		
Standard, 25-lb. boxes		0 07½
Choice, 25-lb. boxes		0 07¾
Extra choice, 25-lb. boxes		0 08¾
Prunes, in 25-lb. boxes—		
90 to 100		0 07¾
80 to 90		0 08
70 to 80		0 10½
60 to 70		0 11¼
50 to 60		0 12
40 to 50		0 13
Raisins, Valencias—		
Extra select Valencias, 28's, box		2 15
Raisins, Sultanas—		
California		0 09¾
Smyrnas	0 08	0 12¾
Raisins, Muscatels—		
3 crown, loose, 50s		0 08¾
3 crown, loose, 25s		0 09
Choice seeded, lb.		0 09¾
Extra fancy seeded, lb.		0 10

TEAS AND COFFEES.—Demand for tea is fair. Market not likely to yield until October, when fall supplies come in. Coffee—Rio and Santos—is up ¼ to ⅜c. Business conditions have improved Slackness was due to over-estimation of growing crop. Prices of spices unchanged.

Coffee—	Per lb	
Rio, No. 5, green		0 13¾
Rio, roasted		0 16
Santos, green, No. 4		0 15
Santos, roasted	0 21¾	0 22¾
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired		0 25
India and Ceylon—		
Souchongs		0 30
Pekoe Souchongs		0 35
Pekoe		0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum		0 35
Common moning		0 25

RICE AND TAPIOCA.—Siam market stronger. Prices advanced $2 a ton, which is being felt in this district. Wholesale price to follow immediately.

Rice and Tapioca—		
No. 1 Japan, per lb.		0 05½
No. 2 Japan, per lb.	0 04¾	0 04¾
Siam, per lb.	0 03¾	0 04¼
Patna, per lb.	0 05½	0 06½
Carolina, per lb.		0 08
Sago, pearl, per lb.		0 04¼
Tapioca, pearl, per lb.		0 04½

BEANS.—No change in local bean situation; are daily becoming scarcer in Ontario, and prices there are slowly advancing. General tendency is for split peas to be easier; 98's are being quoted $3.30 to $3.40.

BEANS—		
Austrian, hand picked		2 35
3 lb. picker		2 10
Cal. Lima, per lb.		0 07
Peas—		
Split peas, sack, 98 lbs.	3 30	3 40
Whole peas, bushel		2 00
Barley—		
Pot, per sack, 98 lbs.		3 10
Pearl, per sack, 98 lbs.		4 60

NUTS.—Shelled almonds have advanced from 42¾ to 44c.

Almonds, Tarragona		0 17¾
Brazils		0 14½
Filberts, Sicily		0 13¾
Peanuts, Jumbos, roasted	0 11¾	0 14
Peanuts, choice, roasted		0 10½
Peanuts, fancy, roasted		0 11¾
Pecans		0 20¾
Walnuts, Grenoble		0 17
Walnuts, Marbot		0 14
Shelled—		
Almonds		0 44
Walnuts		0 41

CANNED GOODS.—News has been received here that the strawberry crop in Ontario is not extra good. The effect has not yet been felt, but there is every prospect, if this be true, of high prices on strawberry jam. Peaches have advanced again to $3.25 per case, 2 doz. 2-lb. tins. Corn is strong, and has advanced 5c a case, with prospect of another 5c increase. Gallon apples are very strong, and all lines have advanced to $2.65. Salmon advanced slightly during the week to the extent of 25c for sockeyes. Good demand for all kinds of canned fish. Price of canned goods still in chaotic state, on account of packers quoting prices which differ from those on their lists.

SASKATCHEWAN MARKETS.
(By Wire.)

Regina, Sask., June 11.—A much-needed rainfall, lasting 24 hours, came last week just in time to save the early crop in western portions of the province. Until a few days ago the young crops were in danger of being burned up, but there is now abundance of moisture in the ground and outlook for big harvest is vastly improving. Effect of the rain has stimulated business considerably. Markets are quiet, however; there being few changes reported. There is a tendency to advanc salmon and rice is reported firmer; prunes have advanced a half cent.

Produce and Provisions—		
Butter, creamery, per lb.	0 26	0 27
Butter, dairy, No. 1, 20c; No. 2	0 15	0 18
Cheese, per lb.	0 14⅝	0 15¾
Eggs, fresh, per doz.	0 22	0 23
Lard, 3's, per case	....	7 92
Lard, 5's, per case	....	7 85
Lard, 10's, per case	....	7 75
Lard, 20's, each	....	2 60
Dried Fruits—		
Apricots, choice	0 17⅝	0 21
Currants, gulf cleaned	....	0 06¼
Figs, natural 6's	....	0 06¾
Evaporated apples, per lb.	0 11½	0 12¼
Dried peaches, 25s	0 08	0 08½
Dried peaches, choice, 25s	0 09½	0 11
Prunes, 70-80, 25s	....	0 11¼
Raisins, muscats, 50s	....	0 08¾
Raisins, muscats, 25s	....	0 09
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 09⅜
Green Fruits and Vegetables—		
Apples, Wash., box	2 00	2 50
Apples, B.C., box	2 00	2 50
Celery, Cal., doz.	....	1 25
Grape Fruit, Florida	....	6 80
Lemons, Messina	....	6 00
Lemons, California	....	5 00
Oranges, navel	3 35	4 00
Onions, Australian	....	5 25
Rhubarb, 40-lb. box	....	1 75
Tomatoes, Cal., case	2 39	2 65
Tomatoes, Florida	....	6 00
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts, shelled, 46c; in shell	....	0 19
General—		
Potatoes, per bushel	....	1 25
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	....	2 65
Coffee, whole roasted, Rio	....	0 17
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	8 50	9 00
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; hump back, 1's	....	3 60

NEW BRUNSWICK MARKETS.
(By Wire.)

St. John, N.B., June 11, 1914.—Markets are quiet, but business is encouraging, with collections improving. Tone of sugar market is firm and an increase expected by some. No change is looked for in flour until the new crop. Bottled and tinned goods are in brisk demand; also smoked meats. New cheese is steadily lowering and is now 14, 14¼c; butter and eggs hold the same. Pure lard is following compound downward, and now is 13½c, 13¾c. Yellow-eye beans, following the advance of last week, are up again to $4, $4.10; Canadian $2.35, $2.45. A scarcity in the market is reported as causing strength. Native rhubarb is selling well at two cents. No native vegetables yet; American stocks are selling on a fair demand.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	23 75	25 00
Beef, corned, 1 lb.	2 55	2 75
Beef, corned, 2 lb.	4 25	4 85
Pork, American clear, per bbl.	24 25	26 25
Pork, domestic, per bbl.	....	29 50
Butter, dairy, per lb,	0 27	0 28
Butter, creamery, per lb.	0 22	0 23
Cheese, new, lb.	0 14	0 14¾
Eggs	0 20	0 21
Lard, compound, per lb.	0 11½	0 11¾
Lard, pure, per lb.	0 13½	0 13¾
Flour and Cereals—		
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 80
Flour, Manitoba, per bbl.	....	6 45
Flour, Ontario, per bbl.	....	5 85
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel	....	2 25
Sugar—		
Standard granulated	4 60	4 70
United Empire	4 50	4 60
Bright yellow	4 40	4 50
No. 1 yellow	4 10	4 20
Paris lumps	5 30	5 60
Molasses, Barbadoes, fancy	0 27	0 28
Onions, Egyptian, lb.	....	0 06
Currants, 1s, per lb.	0 08	0 08¼
Raisins, California, seeded	0 10	0 10½
Rice, per cwt.	3 40	3 50
Beans—	Per bush.	
Canadian white	2 35	2 45
Yellow eye	4 00	4 10
Canned Salmon—	Per 1 doz. case.	
Pinks	4 40	4 60
Cohoes	6 00	6 25
Red Spring	7 60	8 00

MONTREAL.—After a busy week like last week a reaction is expected for a few days. Supplies are coming in in all lines in good quantities, and in most cases prices have a tendency to sag down. Particularly Gaspe salmon will go down before the week is over to about 15 or 16 cents a pound. Haddock is also very plentiful, and distributed at very low figures. Lake fish are also in good demand and good supply. Lobsters and brook trout are only lines which show stiffness in prices. A little movement is taking place in salt and pickled fish. A few dried codfish, new crop, have arrived in the market, and are selling slowly. All kinds of shellfish are quiet, but a revival is expected in these lines with the opening of summer hotels and watering places.

TORONTO.—There is seasonable business in fresh varieties.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 10	0 11
Haddock, fancy, express, lb.	0 04½	0 07
Steak cod, fancy, express, lb.	0 07	0 08
Round pike, fancy, express, lb.	0 08	0 08
Flounders, fancy, express, lb.	0 06	0 08
B. C. salmon, fancy, express, lb.	0 26	0 19
Gaspe salmon, per lb.	0 20	0 35
Buck shad, fancy, express, each	0 22	....
Roe shad, fancy, express, each	0 40	0 80
Shad herring (Gaspereaux), each	0 02	0 03
Carp, per lb.	0 08	....
Dressed bullheads, epr lb.	0 19	....
Dressed perch, per lb.	0 10	....
Brook trout, per lb.	0 30	....
Whitefish, per lb.	0 12	0 13
Lake trout, per lb.	0 12	0 12
Bluefish, per lb.	0 14	0 13
Herrings, per 100 count	1 50	1 75
Dore, per lb.	0 12	0 12
Mackerel, per lb.	....	0 12
Striped bass, per lb.	....	0 15
Pike, per lb.	....	0 08
Perch, per lb.	....	0 05
Striped bass, per lb.	....	0 15
Mackerel, per lb.	....	0 10

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	0 08	0 09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, bon'eless, per lb.	.10	.10
St. John bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.00	1.15
Kippered herrings, selected, 60 in box	1.00	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.22	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	....	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Cohoes or silvers, lb.	.08½-.09	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tulibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dressed or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lbs.	15 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls. 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 50	....
Herrings, Labrador, half bbls.	3 50	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	..	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imported milkers, hf bbls	5 00	....
Holland herrings, imported milkers, kegs	0 75	....
Holland herrings, mixed, half bbls.	6 00	....
Holland herrings, mixed, kegs	0 65	0 65
Lochfyne herrings, kegs	1 25	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb	7 50	7 50
Dried hake, medium and large, 100 lb.	7 00	....
Dried pollock, medium and large, 100 lb.	7 00	....
Dressed or skinless codfish, 100-lb. case.	7 00	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs per lb.	0 07½	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed best standards, quart cans, each	0 35	....
Sealed best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	12 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, per lb.	0 20	0 40
Boiled lobsters, medium and large, lb.	0 16	....
Soft shelled crabs, doz	....	0 80

Anybody entering the grocery department of the T. Eaton Company, Winnipeg, and placing an order, may know in a minute what time he can expect his goods to be delivered. Right overhead is a suspended sign bearing the words: "Next delivery 8 a.m.—or whatever it is."

FLOUR and CEREALS

The Demand in Flour Business Is Still Continuing Weak

New California Varieties—First of Canadian Strawberries—Turnips and Carrots Are Done—Seasonable Reductions in Prices in Both Departments.

MONTREAL.

FLOUR.—There has been some demand from foreign buyers for Spring wheat grades of flour this week, and although the prices bid were not altogether in line with the millers' views, orders for fair-sized lots were accepted for low and medium grades for June-July shipment, and in addition to this, sales of first patents were made for June shipment to Glasgow at 27s and 27s 3d per sack. The market on the whole continues quiet, and the volume of business is very disappointing for the time of year. The tone of the local market has been steady, but there has been no improvement in the demand to note, the bulk of the orders being for small lots to fill actual wants. It is not thought there will be much change in the situation until buyers work off present supplies.

Manitoba Wheat Flour—	per bbl.
First patents	5 60
Second patents	5 10
Strong bakers'	4 90

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	5 25	5 50
90 per cent.	4 90	5 10
Straight roller	4 70	4 90
Blended flour	4 85	5 25

CEREALS.—The demand for rolled oats continues to be limited owing to the fact that buyers in most cases are well supplied, and the consumption at this season of the year is light. The tone of the market is steady and prices are unchanged.

Cornmeal—	Per 98-lb. sack
Kiln dried	2 10
Softer grades	1.95
Rolled Oats—	**90's in jute**
Small lots	2 25
25 bags or more	2 15

Rolled oats in cotton sacks, 5 cents more.
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 96-lb. sack	2 50

MILL FEEDS.—Market is firm for all kinds of feed owing to the fact that millers claim they are still oversold on account of the continued good demand for the season of the year, but as the country received beneficial rains during the week, which have improved pastures considerably, the consumption of feed is likely to fall off in near future.

Mill Feeds—	Car lots, per ton
Bran	23 00
Shorts	25 00
Middlings	28 00
Wheat moulee	28 00
Feed Flour	33 00
Mixed, chop, ton	30 00
Crushed oats, ton	30 00
Barley, pot, 98 lbs.	2 75 3 00
Oat chop, ton	30 00
Barley chop, ton	30 00

TORONTO.

FLOUR.—The market continues easy, with prices comparatively firm on strong wheat quotations. Export bids are out of line, and there is little doing in this department. Millers report prices for flour to be easy under present prices for raw material, but it is not a favorable time for advances, and of late there have been better crop reports, estimates for combined United States and Western Canadian yields being placed at 1,100,000,000 bushels.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 55	4 95
90 per cent.	5 06	4 75
Straight roller	4 95	4 55
Blended flour	4 85	5 25

CEREALS.—Despite the fact that corn is continuing over the 70c. point, cereals manufactured of this grain remain the same, but there is information from the best of sources that these prices are not likely to continue; evidently there have been some heavy stocks of old corn on hand. The price of oats, too, would indicate an increase, but mills will undoubtedly go slowly at this season.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Buckwheat flour, 98 lbs.	3 75	4 75
Buckwheat grits, 98 lbs.	4 50	4 75
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 15	2 30
Graham flour, 98 lbs.	....	2 70
Hominy, granulated, 98 lbs.	2 40	2 50
Hominy, pearl, 98 lbs.	....	2 50
Oatmeal, standard, 98 lbs.	2 47½	2 60
Oatmeal, granulated, 98 lbs.	2 47½	2 60
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 25	3 65
Rolled oats, 90-lb. bags	2 25	2 37½
Rolled wheat, 100-lb. bbl.	3 00	3 25
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 53

MILL FEEDS.—The advancing season sees little change in mill feeds situation; bran is a little easier and will continue so, but there is no reduction in the price yet, and shorts are very firm. The influence is undoubtedly that there are very short stocks on hand, and the season is going out without a surplus to clear off; what is being ground is going directly into consumption and the millers are not running at capacity.

Mill Feeds—	Mixed cars, per ton
Bran	23 00 25 00
Shorts	25 00 27 00
Middlings	27 00 28 00
Wheat moulee	28 00 30 00
Feed flour, per bag	1 55 1 60

WINNIPEG.

FLOUR AND CEREALS.—Western business is good for time of year. No changes in flour, cereals or feed. The way wheat market is, no change in price expected. Wheat market is easier on good crop reports. Crop is being forecasted almost before it is through the ground.

Manitoba Wheat Flour—	Per bbl.
First patents	5 30
Second patents	4 70
Strong bakers'	4 00
Cereals—	
Rolled oats, per 80 lbs.	1 75 180
Oatmeal, fine, standard and gran'd, 98 lbs	2 25

LOUISVILLE CONVENTION IN A NUT SHELL.

At the annual convention of the National Association of Retail Grocers of the United States, held recently at Louisville, Ky., the following resolutions were passed:—

Favoring Sunday closing of all grocery stores.

Opposing free deals and condemning the practice of jobbers who sell to consumers.

Urging repeal of tax on oleomargarine.

Condemning plan of postmaster-general to extend parcel post to encourage dealings of farmer with consumer.

Favoring enactment of legislation legalizing manufacturers' control of resale price.

Urging enactment of uniform weights and measure legislation.

Condemning plan of manufacturers favoring hotels and restaurants by giving 20 per cent, preferential discount.

Condemning exemption from attachment of savings accounts in government savings banks.

Condemning trading stamps and premiums.

Condemning countermanding by merchants of orders given to specialty salesmen.

Indorsing National Food Trades' Conference, the American Fair Trade League, the Britton Bill to conserve young live stock, selling by weight instead of dry measure.

Directing executive board to prepare uniform rating key.

Thanking Jobbers,' Canners,' and Specialty Manufacturers' Association for co-operation with retailer.

Asked for a readjustment of the margin of profit on many national brands of food products and opposed the prohibition bill.

FRUIT & VEGETABLES

Peaches, Plums, Apricots, Etc., Now Offered on Fruit Market

Some Small Orders Accepted, But Bids Are Still Out of Line—Mill Feeds Continue Strong, Especially Shorts—Dear Corn and Oats Hold Cereals Firm.

MONTREAL.

GREEN FRUITS.—This week has seen the arrival of a number of varieties of California deciduous fruits, such as peaches, plums and apricots, in addition to cherries, which have been on market for several weeks. Business in fruits is brightening up, especially now that there is more variety to the offerings. Oranges are still selling well and prices are unchanged from last week. Apples, in boxes, are quoted 25 cents below last week's figure, and California cantaloupes are down from $10 to $7 a crate. Strawberries continue plentiful at same prices.

Apples—		
Ben Davis, No. 1s	....	7 50
Cooper's Market, No. 2s, per bbl.	....	6 00
No. 1 Cooper's Market, box	....	3 00
No. 1 Winesaps, box	....	3 00
Bananas, crate	2 00	2 50
Cape Cod cranberries, bbl.	....	16 00
Cherries, California, box	2 50	2 75
Grapefruit, 54-64-80-96 size, case	4 00	5 25
Cocoanuts—		
100 to 150 size	....	4 25
Lemons, Messinas—		
Extra fancy, 300 size	....	4 25
Fancy, 300 size	3 50	4 00
Choice, 300 size, bags	....	3 00
Limes, small boxes	....	1 25
Oranges—		
Sorrentos, 200 size, per box	....	3 50
Valencias, 420 size, case	....	5 50
California, late Valencia, 150-176-200-216	3 75	4 00
California, 126 size, box	....	3 25
California, 80 and 96 size, box	....	3 00
Pineapples—		
24 size	....	2 25
30 size	....	2 75
36 size	....	2 75
Strawberries, per box (qts.)	0 15	0 20
California cantaloupes, per crate of about 40	....	7 00
Peaches, per box	2 75	3 00
Plums, per crate	....	3 50
Apricots, per crate	....	2 75

VEGETABLES.—The tendency for lower prices of vegetables still continues, and a number of lines are marked down since last week's quotations. Texas onions, both yellow and white, are now offered in crates containing about 50 pounds, at $3.75 to $4, while Egyptian onions are offered at 5½ to 6 cents. Native rhubarb, radishes, and spinach are all considerably cheaper than formerly quoted. Several lines of imported vegetables also show a reduction from previous figures. Business is improving as the greater variety and more reasonable prices are offered, and trade has been quite active.

Asparagus, Canadian, per doz.	2 50	2 75
Asparagus, small bunches—		
2½ doz. (baskets)	....	1 50
Beans, wax, basket, Florida	2 50	3 00
Beans, green, crate, Florida	2 50	3 00
New beets, doz.	1 00	1 25
New beets, crate	....	2 00
Cabbage, per dozen	....	1 25
Cabbage, new, per crate	2 00	2 50
Carrots, new, case	....	2 00
Celery, Florida, crate	9 00	10 00
Wash Celery, per bundle	1 25	1 75
Cucumbers, baskets	1 75	2 00
Egg plant, per dozen	2 50	3 00
Garlic, per lb	....	0 25
Lettuce, Boston, box	1 75	2 00
Canadian lettuce, per box, 3 to 4 doz.	1 00	1 50
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
New Egyptian, per lb.	0 05½	0 06
Texas, white and yellow, crate 50 lbs.	3 75	4 00
Shalottes, per dozen bunches	0 50	0 60
Parsnips, bag	1 75	2 00
Parsley, Canadian, per doz. bunches	0 35	0 40
Peppers, green, 3½ qt. basket	....	0 75
Potatoes—		
New potatoes, Bermuda, barrel	5 00	7 00
Green Mountains, $1.25; Quebec	....	1 10
Potatoes, sweet, Jersey, hpr.	1 75	2 50
Radishes, per doz. bunches	0 15	0 20
Rhubarb, dozen	0 15	0 20
Spinach, Montreal, in boxes	0 75	1 00
Sour grass, per box	1 00	1 25
Turnips, Quebec, bag	....	1 00
Turnips, Canadian, bag	....	0 75
Tomatoes, Florida, choice, crate	3 00	3 25
Tomatoes, Florida, fancy, crate	3 50	4 00

TORONTO.

GREEN FRUITS.—Summer fruits are making their appearance with the summer weather. Some Canadian strawberries have been offered and the outlook is for a fair crop. California plums and peaches are coming for the high-class trade and Verdilla lemons are another indication that Summer has arrived. Canteloupes have become very much cheaper during the week, and with car lots now en route the price will go down to $5 the case.

Apples—		
Oregon Winesaps	2 75	3 75
Oregon Ben Davis	2 00	2 25
Bananas, per bunch	1 50	2 00
Cantaloupes, ponies	....	5 50
Cantaloupes, standards	....	6 00
Cherries, case	2 50	2 75
Grapefruit, Florida, case	4 00	4 50
Grapefruit, Cuban, case	....	4 00
Oranges—		
California, navel	....	3 50
California bloods, half boxes	....	2 00
California late Valencias	....	3 75
Messinas	....	3 00
Oranges, M. sweets	....	3 50
Lemons, Messina, 300's, new	3 75	4 00
Lemons Verdilla	4 50	4 75
Pineapples, Cuba, case	2 75	3 00
Pineapples, Porto Rico	....	3 00
Plums, crate	2 25	2 50
Peaches, crate	2 25	2 50
Strawberries, North Carolina, quarts	0 15	0 16
Strawberries, Canadian	....	0 17

VEGETABLES.—In the vegetable market the week sees many changes, with new varieties coming in and many of the old ones going out, while prices are generally much cheaper. Carrots and turnips have reached the end of their run. Asparagus, beans, cucumbers, and rhubarb are offered at much lower prices and water melons are beginning to find a good sale. Some egg plants are coming, but they are very high in price as yet.

Asparagus, Canadian, basket	....	1 50
Beets, Canadian, per bag	....	1 75
Green and wax beans, hamper	....	2 50
Cabbage, new, Southern, bbl.	2 50	2 75
Cabbage, new, Southern, case	....	2 50
Carrots, Florida, hamper	....	1 75
Cucumbers Florida, hamper	....	1 75
Cucumbers, Canadian hothouse, bkt.	1 00	1 25
Celery, doz.	....	1 35
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	....	5 50
Green, doz., Canadian, 20-30c; U.S.	0 40	0 60
Green, long, box	....	1 50
Parsnips	....	1 75
Green peppers, basket	0 75	1 00
Potatoes, New Brunswick, per bag	1 30	1 35
Potatoes, Ontario	1 20	1 25
Potatoes, new, bbl.	....	5 00
Peas, green, hamper	2 50	3 00
Potatoes, new, Bermuda, per bbl.	....	7 50
Parsley, basket	....	0 65
Rhubarb, per dozen	....	0 30
Spinach, Canadian, bush	0 40	0 50
Tomatoes, Florida, per case	....	3 50
Tomatoes, Canadian, hothouse, lb.	....	0 15
Radishes, Can., per doz.	....	0 25

WINNIPEG.

GREEN FRUITS.—Another rise in lemons; market firm, selling $7 Cal. and $6 Messina. First cars late Valencias arsive selling freely $4-$4.50 box. Few straggling cars navels on market. First car Cal. peaches, plums and apricots arrived Saturday. Cherries arriving from Washington, and strawberries from Hood River and Bay Island.

Apples—		
Ben Davis, box	....	2 50
Wine saps, Spitz, ex. fancy, box	....	2 00
Bananas, lb.	....	0 04½
Red bananas, lb.	....	0 06
Cocoanuts, bag	....	6 00
Grapefruit, 54-64-80 size, case	....	5 00
Lemons—		
California	....	7 00
Messina	....	6 00
Oranges—		
California navels	....	4 00
Pineapples, Florida, crate	....	4 50
Strawberries, Hood River	....	3 25
Strawberries, Bay Island	....	2 75
Cherries, Cal.	....	2 25

VEGETABLES.—Market strong on old potatoes; receipts slight from East and South. First cars Mississippi potatoes here this week. New beets, carrots and turnips selling per bag $3.50. Florida celery bringing $5. Hothouse cucumbers are down to $1.50. California cabbage bringing $2 a crate. Green peas selling 12½c lb.

Asparagus, doz.	....	0 75
Beets, new, bag	....	3 50
Cabbage, Mississippi, crate	....	3 00
Carrots, new, bag	....	3 50
Cauliflower, Cal., crate	....	2 00
Florida celery, crate	....	5 00
Cucumbers, extra fancy, hothouse, doz.	....	1 80
Green peas, lb.	....	0 12½
Green pepper, crate	....	5 00
Head lettuce, Minnesota, hampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Leaf lettuce, doz.	....	0 40
Onions—		
Texas, crate	....	3 00
Cal., bag	....	5 00
Parsnips, per cwt.	....	2 50
Parsley, per doz. bunches	....	0 60
New potatoes, per bbl.	....	6 50
Potatoes, old, Southern, bush	....	1 20
Radishes, doz.	....	0 40
Tomatoes, Florida, per crate, 6 bkts.	....	4 50
Turnips, new, bag	....	3 50
Shallots, per doz.	....	0 80

LETTER FROM CALGARY CLERK.

In a letter from Tom C. Jack, the Calgary, Alta, salesman who won first prize in Canadian Grover's clerks' contest, he says:—" Thanks for your remittance of cheque. Wishing you continued success in your efforts to place the best trade paper before the public, yours very sincerely, etc."

PRODUCE & PROVISIONS

Packers' Demands Advance Price of Grass Made Butter

Up a Cent a Pound and More at Country Points —Little Export at Present Prices—Eggs Weaken With Packers Out of Market—Hams Unchanged.

MONTREAL.

PROVISIONS.—There has been little change in the condition of the local provision market during the past week, prices for all lines being steady, with a fair amount of business passing. Demand for smoked meats has been good for time of year, and there has also been an increased demand for lard. The tone of the market for dressed hogs is steady, with a fair demand for small lots to fill actual wants.

Hams—	Per lb.	
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	....	0 22
Light, per lb.	....	0 19
Boneless	....	0 25
Peameal	....	0 26
Bacon—		
Breakfast	0 19	0 21
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	28 50
Heavy short cut clear	....	28 50
Clear fat pork	....	27 50
Clear pork	....	26 50
Lard, Pure—	Per lb.	
Tierces, 375 lbs. net	....	0 13
Tubs, 50 lbs. net	....	0 13¼
Boxes, 50 lbs. net	....	0 13¼
Pails, wood, 20 lbs. net	....	0 13½
Pails, tin, 20 lbs. gross	....	0 13
Cases, 10-lb. tins, 60 in case	....	0 13¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 14
Bricks, 1 lb. each	....	0 14¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10½
Tubs, 50 lbs., net	....	0 10¾
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 11
Pails, tin, 20 lbs., gross	....	0 11
Cases, 10-lb. tins, 60 in case	....	0 11¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 11¾
Bricks, 1 lb. each	....	0 12¼
Hogs—	Per cwt.	
Dressed, abattoir killed	12 75	13 00

BUTTER.—The butter situation during last week has been decidedly interesting, owing to the keen competition between buyers for supplies. This is no doubt due in a great extent to fact that receipts since May 1 to date show a decrease of about 14,000 packages. In addition to this there has been considerable inquiry from British Columbia and the Canadian north-west for car lots of the finest creamery; but as prices bid were not as good as sellers demanded, sales of only a few odd cars were made. Buying locally has been very good, so on the whole business has been fairly active. The strong feeling that has characterized market for last two weeks continues to be one of the main features of the situation, and prices have scored a further advance. The receipts for last week were 18,505 packages, which is a decrease of 4,096 for the corresponding week a year ago. Total receipts to date since May 1st show a decrease of 13,995 packages as compared with same period last year.

Butter—		
Finest creamery, new milk	0 25½	0 26
Dairy butter	0 20	0 22

EGGS.—Receipts for week were 15,862 cases, as compared with 17,156 for last week and 13,446 for same week a year ago. Arrivals since May 1 to date were 96,723 cases, as against 83,207 for corresponding period a year ago. There is no actual change in the condition of the market, though price of No. 1's is one cent lower than last week. New laid stock are firm at 26 to 27 cents.

Eggs, case lots—	Per dozen.	
New laids	....	0 27
No. 1s	....	0 23
Splits	0 20	0 21

CHEESE.—Strength has been developing in the cheese situation the last two weeks, and prices at the boards throughout country have scored fractional advances. A fair export business is now being done, but there is some anxiety as to how recent advances will affect this business. A strong feature of the trade is fact that receipts since May 1 to date are about 38,000 boxes smaller than corresponding period last year, which indicates that production is decreasing instead of increasing.

Cheese—		
New make	0 14½	0 15
Old specials, per lb.	0 15	0 16
Stilton	....	0 17

HONEY.—The market for honey remains steady, but the volume of business is small.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY.—Demand continues active, with supplies fair. The summer hotel trade, together with the ocean steamers, are taking large quantities, and prices are well maintained.

POULTRY.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	....—....	....—0 25
Ducks, milk fed	0 16—0 18	0 18—0 19
Fowl	0 18—0 20	0 17—0 19
Geese	.....	0 15—0 16
Turkeys, spring	.....	....—0 23
Turkeys, old Tom	.....	0 14—0 16
Milk fed chickens, lb.	.....	....—0 25
Milk fed broilers, lb.	.....	....—0 30

TORONTO.

PROVISIONS.—With hot weather the provision market is firm, with fair business for season. Hams are quoted as a week ago, and while an advance may be looked for at any time, there are some comparatively large stocks being held which are an influence in delaying increase.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 17	0 17½
Large, per lb.	0 15	0 16
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 23	0 25
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 18½
Roll, per lb.	0 15	0 16
Shoulders, per lb.	0 14	0 14¾
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14½	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, p'er lb.	....	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12½	0 12¾
Tubs, 60 lbs.	0 12¾	0 13¼
Pails, 20 lbs., per lb.	0 13	0 13½
Tins, 3 and 5 lbs., per lb.	0 13½	0 14¼
Bricks, 1 lb., per lb.	0 14¼	0 14¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10¼	0 10½
Tubs, 50 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11¼
Hogs—		
F.O.B., live, per cwt.	8 00	8 10
Live, fed and watered, per cwt.	8 25	8 30
Dressed, per cwt.	11 00	12 00

BUTTER.—Butter is inclined to be firmer at the top of market on higher prices offered at outside points; there is not much change in the city. The factor in the market has been the improvement in the quality as result of grass products and competition amongst packers, with result that prices have advanced 1c to 1½c at country points. At the present prices there will be little shipped for western trade, and the quotation does not create much interest locally in regard to exports.

Butter—		
Creamery prints, fresh made	0 25	0 26
Separator prints	0 22	0 23
Dairy prints, choice	0 20	0 21
Dairy, solids	0 19	0 20

EGGS.—Market shows no change, although prices are inclined to be a little easier. This is result of hot weather and its influence on quality, with the packers easing off in their demands. The quality covers considerable range, with greater strength at the top.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 25	0 26
Selects	0 24	0 25
Straights	0 22	0 23
Trade eggs	0 20	0 21
Splits	0 20	0 21

CHEESE—With grass products cheese coming into market, there is a firmness for better quality in sympathy with butter. However, much of the grass cheese will be held for a short time yet to give some opportunity for ageing.

Cheese—		
Old, large	0 16½	0 17
Old, twins	0 16¼	0 16½
New, large	0 13¾	0 14
New, twins	0 14	0 14¼

POULTRY.—Some variety is being offered in the poultry department by first of spring chickens of season. These are bringing high prices, and there is a range from 20c. to 25c. a pound.

Fresh Stock—	Live.	Dressed.
Fowl	0 16	0 18
Spring chickens, lb.	0 20	0 25
Geese	0 14	0 16
Turkeys, spring	0 17	0 22
Turkeys, old Tom	0 15	0 17

WINNIPEG.

PROVISIONS.—Boiled hams continue to sell well, prices remaining steady. The lard market is slightly weaker.

Cured Meats—	
Hams, per lb.	0 20
Shoulders, per lb.	0 12
Bacon, per lb.	0 25½
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	28 00
Lard—	
Tierces, per lb.	0 12
50 lb. tubs	6 00
20 lb. pails	2 48
3 lb. tins, cases	7 65
5 lb. tins, cases	7 57½

BUTTER. — Increased receipts of cream affect butter market, Manitoba creamery going down from 28c to 27c. Demand for No. 1 good. Receipts of country creamery not grading extra well.

Creamery, Manitoba		0 27
Dairy	0 19	0 24
Cooking	0 12	0 16

EGGS.—No change in egg market, but change is looked for any moment. Quality lower than week ago on account of hot days. Demand still good.

Eggs—	
Extra first	0 23
Checks	0 16
Extras in cartons	0 26

CHEESE.—Old cheese all cleaned up. While some firms are selling new cheese at price quoted last week, others report rise of ⅛c Monday and ¼c Thursday. This is due to big export business.

Cheese—	
New, large	0 15
New, twins	0 15½

LITIGATION OVER A LABEL.

An interesting technical point in regard to the printing of labels on proprietary articles has been brought up in a case at Birmingham, Eng., where a grocery firm were summoned for an infringement of the Merchandise Marks Act. The charge was one of intended misrepresentation in selling "port wine" in a bottle labeled "fine old port," in large letters with "Finest British" above in small type. The prosecution contended that the intention of the label was to sell the contents of the bottle as "Fine Old Port," with the inference that it was imported, and that "Finest British" being in so much smaller type could not be considered in relation thereto. Expert evidence was also given that the "wine" was not what is generally accepted as port wine but an articial concoction, probably made from Greek dried grapes or currants. The defence alleged that the prosecution was an effort to kill the trade of the makers of British wine and that there was no misrepresentation in the manner in which the bottle was labeled. Decision has been reserved.

Bad Eggs and Pure Food Law

Offenders Under Dominion Act Liable to a Fine of $200 — Testing Devices Free — Good Eggs Bring Big Prices.

TO impress upon the farmer that the question of financial gain in the selling price is not the only influence in favor of keeping up the quality of the eggs offered for sale, is the idea of a poster—herewith reproduced—which is being circulated generally throughout the country where eggs are offered for sale or taken in exchange for trade. It is a feature of the campaign which is being conducted this spring and summer by the department of agriculture at Ottawa, and the big produce dealers, to secure a more uniform supply of eggs.

That marketing eggs of good quality is good business for the farmer as well as for everyone else, may be judged from examining the Toronto market report in Canadian Grocer for this week. It will be noticed that whereas "selects" are quoted at 25c, other grades are quoted at 23c and 21c a dozen. The produce dealer gets a better price for the good eggs which he can guarantee, and getting this better price he is willing to pay more for good stock.

Free Candling Devices.

The best way for the farmer to get advantage of the better price is to test his own eggs. This can be done simply by the candle method, and, as will be noted in this poster announcement, and from a recent article in this paper, these devices are given away free by the department of agriculture of the Dominion Government, and can be obtained from eggs buyers and dealers. The advantages mentioned are altogether apart from the penalty for selling bad eggs—and it is evidently the intention to enforce this law when ever possible.

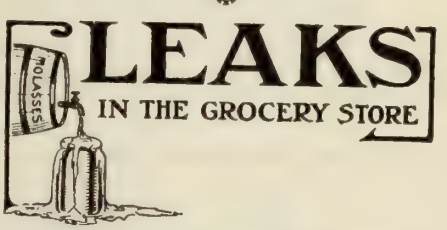
There are many ways in which the quality of the egg can be kept uniformly good. In the first place, now that the hot weather is here, there is the question of fertility. A fertile egg when subject to a temperature of 70 degrees will begin to germinate; it does not necessarily need to under a hen. After the first of June the breeding season is over, and, as the hens lay just as well without the male bird, the wise poultryman will either pen Mr. Rooster by himself or chop off his head. Even an egg which is not fertile should not be subjected to the heat and the prompt collection of eggs from the nest will go a long way towards preserving a uniform quality, providing they are placed where there is a comparatively cool and even temperature.

"Get rid of the rooster and handle the eggs as though they were a perishable commodity and not door-knobs," should be the advice of the merchant to every egg producer.

WARNING—BAD EGGS.

The Pure Food Law makes it a punishable offence with a fine of $200.00 for the first offence, to offer for sale food unfit for use. Bad eggs come under this heading. Egg producers should protect themselves by using an egg candling device, furnished free by the Dominion Government.

See Section 3, Sub-section E, and Section 32, Sub-section A.



ANSWER THE PHONE PROMPTLY.

A traveler calls attention to a leak which wherever it occurs can be readily stopped. It is answering the phone as soon as it rings. "I was in a grocery store the other day," he said, "when the phone rang. The grocer at the time was filling a sugar order. Instead of taking up the phone receiver at once he went back to the bin containing the sugar for another scoop full. Several seconds elapsed before he attempted to answer the phone, and when he did so, there was no one there. Of course it might not have been a customer but ten chances to one it was. If so she must have got tired waiting and therefore the grocer not only lost a sale then, but he created a bad impression in the mind of that customer which would lead to loss of business in the future.

"I maintain," added the traveler, "that someone should answer the phone immediately when it rings."

The glib talker is not always the best salesman.

* * *

Good nature is the antidote to grouchiness.

BENGER'S Food

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For INFANTS, INVALIDS and the AGED.

GOLD MEDAL AWARDED

Health Exhibition, London, Adelaide and Melbourne.

The "LANCET" describes it as:
"Mr. Benger's admirable preparation."

The "BRITISH MEDICAL JOURNAL" says:
"Benger's Food has by its excellence established a reputation of its own."

Circulars & Showcards on application.

Benger's Food and other Preparations may be obtained through all Wholesale Jobbers in Canada.

BENGER'S FOOD, LIMITED,
Otter Works, ——— MANCHESTER, Eng.

199C

Regarding Continental Bags

Do you receive full value for the money you spend on Paper Bags?

You may think you do,—but do you?

Do you make a comparison between the different sorts of bags?

If not, why not?

Judicious buyers should do so.

It will prove to their satisfaction that

Continental Grocery Bags

ARE OF BEST VALUE

THOUSANDS SAY IT SO WILL YOU

The Continental Bag & Paper Co., Limited

Manufacturers **OTTAWA**

BRANCHES: MONTREAL and TORONTO

Agencies throughout Canada

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

.. COOK'S FRIEND BAKING POWDER.

In Cartons—

No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45

In Tin Boxes—

No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per doz, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freight alowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant		0 13
Raspberry		0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Read our Proposition Carefully

Mr. Manufacturer—

We are prepared to sell goods for direct shipment to the wholesale trade, or to carry stocks on consignment. Six large track warehouses right in the great distributing centres. and our staff of efficient salesmen who make daily calls will keep your lines prominently before the trade. We have the knowledge of conditions, the experience, the facilities, the connection and the financial standing to handle successfully your particular line.

A large number of United States, European and Eastern Canadian manufacturers have found it particularly profitable to have their accounts in Western Canada handled by a reliable firm on the ground.

Do not overlook this market.

Write us to-day.

Nicholson & Bain, Wholesale Commission Merchants and Brokers **Winnipeg, Man.**

Branches: REGINA, SASKATOON, EDMONTON, CALGARY, LETHBRIDGE

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

Grocers' Engineering & Whitmee

Limited

MAKERS OF APPLIANCES FOR THE PREPARATION OF

COFFEE, COCOA, CHICORY

ROASTING
COOLING
GRINDING

Sixty sizes in eight types Window plants a special feature.
An important matter for which we have efficient appliances.
An unequalled range of grinding mills to meet all needs.

TEA

CUTTING
BLENDING and STORAGE
PACKING

The experience afforded by many years' association with the requirements of the trade has improved our original machines, and long use by many of the foremost houses confirms their efficiency and reliability, both in product and mechanical construction.

Fruit Machinery, Powder Mixers, Sifters, etc.

ON H.M. WAR OFFICE AND ADMIRALTY LISTS

Cole Street, Swan Street, London, S.E.

KING OSCAR
BRAND
SARDINES

The new pack of KING OSCAR sardines commences in July. In view of the increasing demand and the continued decreasing supply of fish we strongly advise the trade to place their orders NOW for shipment ex the new pack. Consult your jobber!

Canadian Agents:

John W. Bickle & Greening
(J. A. Henderson)

Hamilton, - - - Canada

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26

Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½ lb. packages, 2 doz. in box, per doz.	0 90

Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate.	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins., 39c. lb.; German's sweet chocolate, ¼ and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f. o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4.50
Clover Brand, each 4 doz.	4 50

Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 30
"Reindeer" Coffee and, Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 50

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb, tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50
5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapeleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottle (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24.00
Gal. bottles (retail at $30)	15 00

Most people insist upon having

CHASE & SANBORN'S

High-Grade Coffees

If you don't sell them you are driving some good trade away from your store.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

R. H. C.

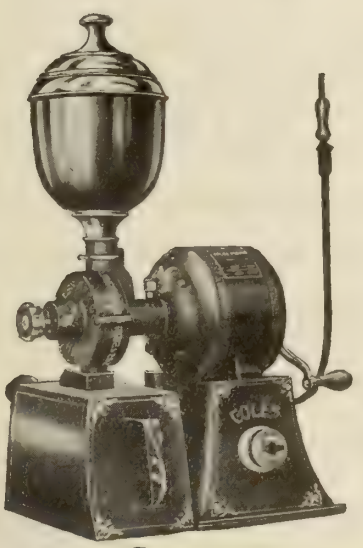
Rideau Hall Coffee is most highly commended, it's the coffee customers like. Being put up in sanitary tins it is easy to display and sell —all the deliciousness of the freshly roasted coffee bean is fully retained. Your customers will enjoy this quality coffee—there's overflow value in every cup.

Your wholesaler will supply you.

GORMAN, ECKERT & CO., Ltd.
LONDON ONTARIO
Western Selling Agents
MASON & HICKEY WINNIPEG

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Cooked Hams

This is the Season for Cooked Meats. Are you cultivating this trade on your provision counter? You will find it both profitable and attractive. Let us send you particulars.

F. W. FEARMAN CO., Limited

Hamilton, Ont.

Fresh Fruits and Vegetables

The market is well supplied from the South and arrivals are heavy.

Let us have your orders regularly.

Largest assortment—best prices.

Fresh Cars Strawberries, Pineapples, Late Valencia Oranges, New Potatoes, Cucumbers, Cabbage, etc., etc.

WHITE & CO., Limited, Toronto

Branch at Hamilton

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

1 lb. glass (2 doz. case)	$1 90	$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	$1 60	$1 55
2lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins.
D. S. F., ¼-lb.	$1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naphtha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwarsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 00

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.)	

Times Are Hard

So everybody says. But it is an ill-wind that blows nobody good. People must be eating the **Economical Macaroni,** judging from increase in sales of

BERTRAND'S

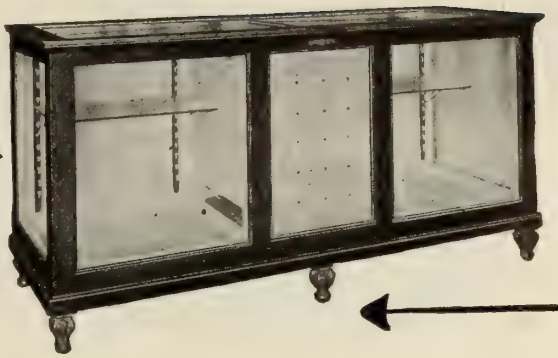
It always was a big seller, simply because it is the very highest quality. Further, it is pretty evident that knowing Consumers have selected

BERTRAND'S

as the leader.

Almost a Century Old.

Henri Jonas & Co.
MONTREAL
Sole Agents Canada and U.S.A.



Tempting displays and quick sales are made with the

Eclipse Refrigerator

A show case, counter and refrigerator combined. The most practical and economical refrigerator for any store. Very handsome with plate glass top and adjustable glass shelves.
The perfect insulation and scientific construction of this refrigerator insures more rapid circulation of cold, dry air.

Let us send you our catalog—it gives full description and prices.

Ryan Bros.
WINNIPEG, MAN.

What Do You Earn?

Don't think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Pub. Co.
143-149 University Ave.
TORONTO

There's a steady, increasing demand

—everywhere for this delightful English blended tea. From all quarters reports are coming in telling of growing sales and quick turnovers. Your own customers will enjoy

DICKESON'S TEA
"The Beverage of the Old Country."

and you will find it a source of sure and steady profit. Introduce it in your store and see how quickly repeat orders come in. Apart from a bold advertising campaign now going on, Dickeson's Tea wins on **merit.** Its rare purity of flavor and generous strength make it everywhere a prime favorite. Are **you** linking up with this success?

"DICKESON'S TEA is the BEST TEA."

Get in touch with any of the following Agents:—

TORONTO—Frederick E. Robson & Co.
HAMILTON—C. G. Walker & Co.
OTTAWA—H. N. Bate & Sons, Ltd.
WINDSOR—G. Clair Bliss, Detroit, Mich.
LONDON—R. Donaghy.
ST. JOHN, N.B.—E. T. Sturdee.
QUEBEC—A. Francois Turcotte.
WINNIPEG, Man.—W. Lloyd Lock & Co., Ltd.

Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "BRUNSWICK BRAND" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

¼ Oil Sardines	Kippered Herring
¾ Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies	Clams
(oval and round tins)	Scallops

CONNORS BROS., LIMITED

Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case; $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack, per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SODA—COW BRAND.

Case of 1-lb. containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case	2 75
20-lb. tins, ¼ doz. in case	2 70
Barrels, 700 lbs.	3½
Half barrels, 350 lbs.	3¾
Quarter barrels, 175 lbs.	4
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 05
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½-doz. in case	3 10
20-lb. tins, ¼ doz. in case	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 35
Ontario, per case	1 50
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY.

(Empire Branch)

Black Watch, 6s ½ butts, 9 lbs., boxes 5 lbs.	0 45
Bobs, 5s, ½ cads, 12 lbs., boxes 6 lbs.	0 39
Bobs, 10s, ½ butts, 12 lbs., boxes 6 lbs.	0 39
Currency, 5s, ½ butts, 9 lbs., boxes 6 lbs.	0 39
Currency Navy, 10s, ½ cads, 12 lbs., boxes 6 lbs.	0 39
Stag Bars, 5 1-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 39
Old Fox, 10s, ½ butts, 12 lbs., boxes 6 lbs.	0 40
Pay Roll, thick, 7½s, ½ butts, 10 lbs., boxes 5½ lbs.	0 59
Pay Roll, thin, 7½s, ½ butts, 10 lbs., boxes 5 lbs.	0 59
Pay Roll, 7½s, ½ cads, 12 lbs., ¼ cads, boxes 6½ lbs.	0 59
Shamrock bars, 6 2-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 50
Empire, 6s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Empire, 12s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Ivy, 7s, butts, 17 lbs., ½ butts, 8½ lbs.	0 50
Great West, 8s	0 59
Regal, 9s,	0 70
Starlight, 7s, ½ butts, 8½ lbs.	0 50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label ½s	0 21
Blue Label, 1s	0 20
Orange Label, 1s	0 23
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 23
Brown Label, ¼s	0 30
Green Label 1s and ½s	0 35
Red Label, ½s	0 40

WETHEY'S
CONDENSED
MINCE MEAT

is recognized
from Coast to Coast
as the
standard of excellence

Are you stocking it?

Any Jobber can supply you

STRAWBERRIES

We have fresh arrivals every day of Extra Fancy Berries.

PINEAPPLES

Will soon be over. If you need any more, order to-day.

LEMONS

Prices will advance with hot weather. Buy to-day. Extra Fancy Verdillis—smooth, bright, waxy fruit.

THE HOUSE OF QUALITY.

HUGH WALKER & SON
Established 1861
GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.
MANUFACTURERS
HALIFAX, NOVA SCOTIA

EVERYDAY LINES

Brooms of quality
Wrapping Paper and Twines
Boss Washers
Mop Wringers
Dustless Mops
Self-Wringing Mops
GlobeWashboards

Walter Woods & Co.
HAMILTON and WINNIPEG

This is the Sauce

that is **imitated** for its piquant qualities and appetizing deliciousness but **never equalled.** It is the sauce of the connoisseur and the family, and is a favorite wherever introduced.

Remember the name—Paterson's Worcestershire Sauce.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest: F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.

BANNER BRAND.

	Shipping Price Doz.	Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.00	33
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail.	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.

MINTO BROS., LIMITED.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

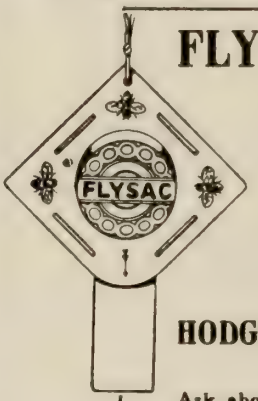
JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0.90
List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c pkgs.. 1 15



FLYSAC FLYCATCHER

is still enjoying a big sale. The reason is this: It is one of the most compact packages on the market.

There is no drip or leakage, because it is hermetically sealed.

Goes a long way, because ribbon length is generous.

Then Your Profit!

70 cents per box of 50 pieces.
Attractive Prices for Large Orders.

HODGSON SUMNER CO., LIMITED
MONTREAL

Ask about Tenasitine, the adhesive that has no equal.

Agents for Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

Ain't this great weather for

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe
AGENT
TORONTO, ONT.

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.
Owen Sound, Ontario

A Welcome Call.

Here is a telephone message that is becoming more frequent and more popular every week:

"*Send me a dozen packages of Jell-O.*"

Women are learning that Jell-O can be made up in so many different ways that a new

JELL-O

dessert can be served every day, and they find it is best to order a dozen or so packages at a time.

Most grocers encourage the dozen habit, for it makes good customers.

Jell-O is made in seven flavors. It is just such a high-grade product as first-class grocers like to furnish in response to a brisk demand.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER WESTERN CANADA
TORONTO

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

You Want This

Taylor's Prepared Mustard

IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

COMTE'S

Satisfaction and profits with every sale, We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

COMBINE BARRAL

Preparation for preserving freshness of eggs. A very simple process for preserving eggs from one laying season to another without losing any of their qualities.

REFERENCE AND CIRCULAR FREE.

Octavier Rolland, P.O. Box 2363, Montreal

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH A WANT AD. IN THIS PAPER.

---

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

When they ask for credit give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe

Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

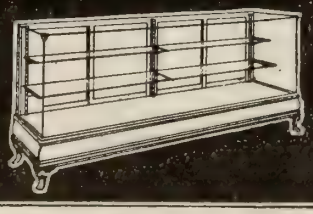
For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Before placing YOUR ORDER for

SHOW CASES, STORE FRONTS ETC.



Write us for full particulars and estimates

KENT, SON & CO.
261 King St. West
TORONTO

CLASSIFIEDADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

WANTED—RELIABLE RETAIL GROCER in Toronto or Montreal to handle a weekly supply of fresh eggs. Box 49, Canadian Grocer. 295

BUSINESS FOR SALE

GOOD, LIVE GROCERY BUSINESS IN busy town for quick sale. Stock and fixtures valued at $5,000. Box 315, Napanee. (612)

FOR SALE — GENERAL BUSINESS, VILlage 400 population; money-maker for hustler. Rent or sell property. Must be sold. Sacrifice for quick sale. Reason, ill-health. Box 50, Canadian Grocer. 619

LIVE GROCERY AND PROVISION BUSIness in Toronto. Cash business. Low rent. Net profit $40 to $50 week. Stock and fixtures about $1,800. Apply H. J. Burgess, 299 King W.

AGENCIES WANTED

WE SOLICIT REPRESENTATION OF grocer and confectioner lines for British Columbia. Will give preference to firm willing to carry stock here. Smith & Lord, 148 Hastings Street West, Vancouver, B.C. (529)

FIRM OF MANUFACTURER'S AGENTS, with excellent connection among grocers and hardware stores in British Columbia, is open for an additional Agency. Must be good reliable house. Address H. J. Gardiner & Co., Fairfield Bldg., 445 Granville, Vancouver, B.C. 612

BUSINESS WANTED

WANTED TO HEAR FROM OWNER OF good Grocery or Merchandise store for sale. D. F. Bush, Minneapolis, Minn.

FOR SALE

MOTOR TRUCK—BRANTFORD DELIVERY truck, planetary transmission, hard rubber tires, 22 h.p., in 1st class condition; capacity, one ton. Has been used in general delivery service. Cost $1,500, for quick sale $500. J. A. McCrea & Son, Guelph, Ont. (626)

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. You can speak across the continent with a condensed advertisement in "Canadian Grocer" for two cents a word.

Try it out.

CIGAR EXCELLENCE
BEN BEY
10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but **smoke good.** Give them the best.

Write us or ask your jobber.

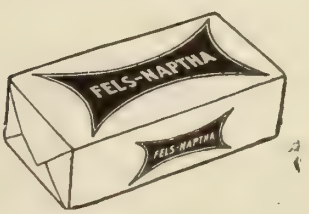
Ed. Youngheart & Co., Limited
MONTREAL

No loss:

no chance of loss or depreciation, when you stock Fels-Naptha soap.

On the contrary, a fair profit is assured.

Demand, quality and sale are as good as guaranteed for the retailer; Fels-Naptha is always a good buy.



You can talk across the Continent for two cents per word with a want ad. in this paper.

The Barr Account Register Will Pay For Itself During The Summer Season.

Counter Cabinet Style—Closed

—in better collections—in saving of time and labor —in retaining custom.

No overtime or night work, no errors. You will be able to keep pace with expanding business. Each customer gets a full statement of account up to last purchase.

Instal The Barr Accounting System To-day—"Get Your Money In."

SPECIAL NOTICE

The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There never have been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary. We make this announcement as we understand that some merchants have been imposed upon and induced to buy other account registers through such talk.

Barr Registers, Limited

Trenton, Ontario

GREAT BRITAIN:

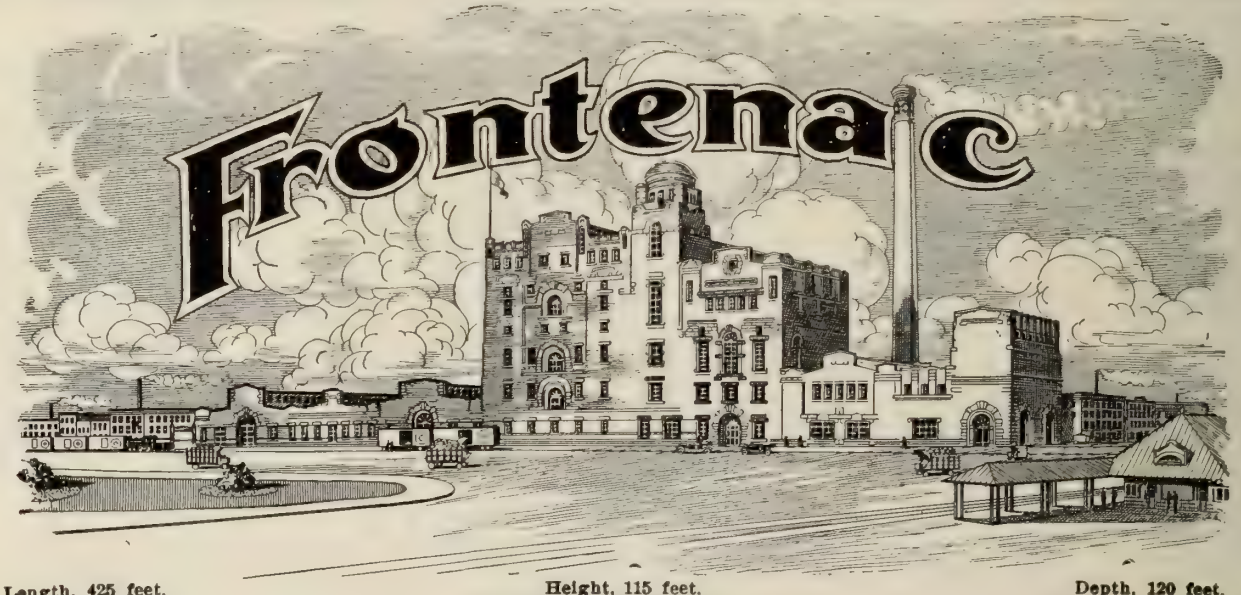
HEAD OFFICES—Dacre House, No. 5 Arundel St., Strand, London, W.C. FACTORY—Birmingham.

COUPON

We are willing to have you demonstrate the saving possibilities in the Barr Account Register System.

Name .....

Address .....



Length, 425 feet. Height, 115 feet. Capacity: 200,000 Barrels a year. Depth, 120 feet.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Frontenac Beer is Selling

Have you a stock? The new ½-doz. or full dozen cardboard package enables customer to carry it home under the arm. An idea appreciated both by latter and retailer.

Canada's Largest Brewery wants to do business with you.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

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Give All Our Travellers A Welcome

Every time they call at your store you can safely say to yourself that you will not only receive interesting market news, but at the same time have a number of genuine bargains laid before you. It is this real service in

TEAS

which has put us well ahead as the people with the popular blends.

JAPANS

VICTORIA AND PRINCESS LOUISE are the leaders. There is a generally pleasing nip and cup quality is excellent.

In 30 and 40-lb. boxes. In 80 and 90-lb. half-chests.

INDIA AND CEYLON BLACKS

The choicest leaf only. A real blend.

90-lb. chests. 50-lb. half-chest.

CEYLON GREENS

The best of Canadian households seem to request DUCHESS AND LADY brands all the time. The reason is evident. In half-chests.

CHINA TEAS

Put in a stock of 30 and 45-lb. boxes of IMPERIAL, PEA LEAF, PIN HEAD.

YOUNG HYSON

In boxes and half-chests.

JAPAN SIFTINGS
GREEN CEYLON SIFTINGS

In 70 and 80-lb. boxes.

Always a full stock of Package Teas—Lipton and Tamilkande.

Laporte, Martin, Limitee

568 St. Paul Street - MONTREAL, Que.

Telephone: Main 3766

Simplify your business by buying assorted cars of Quaker Flour, feeds and other Quaker products—from the mills that can offer you the biggest assortment in Canada.

It will mean less money invested, better service on shipments, and satisfied trade.

Your customers know that the Quaker brand on a sack of flour means just what it does on every other Quaker product—the best.

Total Flour Capacity
5,000 Barrels Per Day
Sold the World Over

QUAKER FLOUR

Made by the Manufacturers of
Quaker Oats, Puffed Wheat, Puffed Rice, Etc.

The Quaker Oats Company **Peterborough, Ont., and Saskatoon, Sask.**

(621)

McLaren's Invincible Quick Puddings

help to solve the dessert problem *for* heat-tired housewives

Just the thing to help save a woman the worry of getting a delightful dessert for the hot summer days.

This pudding is easily and quickly prepared (only a few minutes), and is served cold with or without cream. It is made of the purest and finest ingredients **in Canada's pure food factory** without being touched by human hands.

Send for a trial order to-day and display it on your counter—introduce it to the housewives of your town. No eggs required.

10 KINDS

McLarens Limited

Manufacturers

Hamilton, Can. Winnipeg, Can.

We make it good; its friends make it famous

Domolco is a superior Molasses, ma de from an extra fine quality of cane sugar grown on the little tropical island of Barbadoes.

It is carefully refined and purified—a healthy and economical food.

It has the character and quality which instantly appeals to old and young. Makes a delicious dessert — excellent with hot biscuits, muffins, waffles, etc.

DOMOLCO

Is put up in attractive, sanitary, lever-top tins--the most sanitary, convenient, and profitable method of handling.

The quality and purity is absolutely guaranteed.

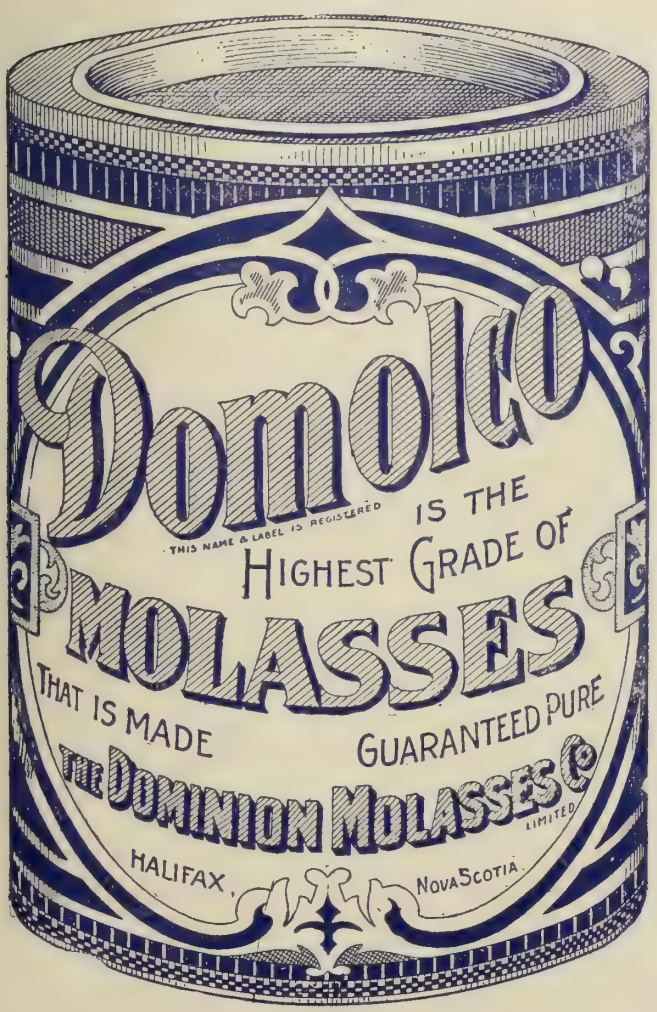
Contains no glucose.

Extensive consumer advertising has created a big demand. Profits are good.

Your wholesaler can supply you.

The Dominion Molasses Co., Ltd.

HALIFAX, N.S.



Note the registered Label

Guaranteed pure Cane Molasses

Extensively advertised

Distributors for Manitoba and Saskatchewan, Messrs. The W. H. Escott Co., Limited, Winnipeg.

1914

Promises to be an unusually good year for the sale of

WILSON'S FLY PADS

And the retail Grocer's profit is from 67% to 80%.

Keep a box on your counter and our advertising will do the rest.

The Wilson Fly Pad Co.

HAMILTON

FEATURING SUMMER DRINKS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, JUNE 19, 1914. No. 25

S-t-u-a-r-t, L-i-m-i-t-e-d

coming to the front

¶ Only our second year in business, and yet the name Stuart, Limited, is associated from coast to coast with the finest grade of pure

Jams Jellies
Marmalades

¶ The extension of our factory and the increased facilities for keeping our service up-to-date is evidence of the increasing demand for Stuart goods.

¶ Increasing demand is the best evidence of satisfaction given to the consuming public.

¶ In ordering the Stuart line you are positively assured of goods of excellent quality—products that contain absolutely pure fruit.

Place your order now for your 1914-15 supply.

Stuart, Limited

Pure Fruit Preservers

SARNIA ONTARIO

OUR AGENTS:

R. S. McIndoe, Toronto.
Fearman Bros., Hamilton.
Howe, McIntyre & Co., Montreal.
Dingle & Stewart, Winnipeg.
Langlois & Paradis, Quebec.
Geo. Foster & Sons, Brantford.
Angevine & McLauchlin, Truro, N.S.

COWAN'S Perfection COCOA

is everybody's choice

We advertise it for you

You display it and it will sell itself

Your customers all know Cowan's Cocoa. Those who are not already using it will soon get the buying impulse from the newspapers, bill-boards, street-car cards and other advertising.

Put it on display to-day.

The Cowan Company, Limited, Toronto

Solve the dessert problem for heat-tired housewives

Include Cox's in your Summer displays—suggest it to your patrons.

COX'S

Instant Powdered Gelatine

makes a delicious combination with fresh fruits—takes but a moment to prepare—the ideal Summer dessert —wholesome and nutritious.

Cox's is the staple gelatine. It has given satisfaction to millions for almost a century. British made.

A very profitable, quick-selling summer line

People buy more *Stower's Lime Juice Cordial* because it has a deliciousness distinctly its own.

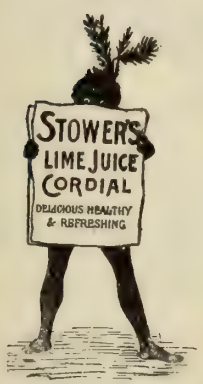
Stower's Lime Juice Cordial is prepared from the freshly squeezed juice of the Lime Fruit. Every impurity is removed. Carefully blended to suit the most fastidious tastes. All ready for use.

Stower's Lime Juice Cordial keeps the blood and digestive organs in good condition. Very delicious, healthful and refreshing.

You can realize good sales by keeping it well to the front.

ARTHUR P. TIPPET & CO., Agents
MONTREAL

As supplied to His Majesty King George



As supplied the British House of Commons

Yes, a jolly good smoke and a jolly good seller

—the tobacco that makes the favorite pipe a greater favorite; a fragrant, rich, mellow-flavored tobacco blended from the choicest leaves of picked crops from Virginia; burns freely, without biting.

If you're a smoker, try it and let your friends try it.

Get your stock from any wholesaler

TUCKETT LIMITED

HAMILTON, ONT.

Housewives know from experience

how BRASSO and ZEBRA lighten domestic work, thus giving more hours for leisure, and leaving behind them a trail of brightness and cleanliness.

Give your customers their favourite brands BRASSO and ZEBRA, and do not run the risk of diverting custom by disappointing.

BRASSO for METALS
and
ZEBRA for STOVES.

On the one Hand——

BRASSO

On the other Hand——

ZEBRA

RECKITTS (OVER SEA), LTD.,
122 Wellington Street West,
TORONTO

Warm Summer days suggest E.D.S. Raspberry Vinegar——

In hot weather there is a big demand for cooling, thirst-quenching beverages. Are you prepared to meet the need? You should be ready with a good stock of sparkling, thirst-quenching

Raspberry Vinegar

A very delicious beverage with a flavor all its own. See to your stocks.

Made only by

E. D. SMITH & SON
LIMITED
WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.

Coffee for the picnic

This dainty, delicious, refreshing drink will supply the summer needs of your customers—takes but a moment to prepare. The coffee, milk and sugar are all combined, just hot water need be added.

Can be used from the tin as required—no danger of spoiling. Just the thing for the picnic, luncheon or hasty breakfast. The camper and sportsman can enjoy a most excellent coffee way off in the wilds.

Start well and display Reindeer Brand Coffee, Cocoa and Milk during the Summer season.

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL
Branch Office No. 2 Arcade Building Vancouver, B.C.

JAPAN TEAS

Furuya & Nishimura
Montreal

Surplus Onion Setts for Planting

We offer surplus of our extra fine stock as below, subject to previous sale. Wire your orders at once.

ONION SETTS.

Dutch Setts, Yellow	$12.00
Dutch Setts, White	13.00
Dutch Setts, Red	12.00
White Multipliers (extra fine)	18.00
Shallots or Multipliers	8.00
Garlic Setts	15.00

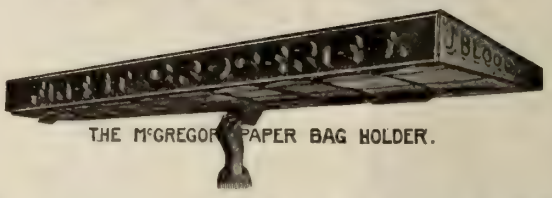
Spread your Onion Setts out thinly in a cool, dry place promptly on arrival, and prevent heating and growth.

Write us for anything you need in Seeds.

Toronto Phone Main 1510.

WM. RENNIE CO., LIMITED, TORONTO

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

Furnivall's FINE FRUIT PURE JAM

Dealers everywhere are now giving this high-quality line the preference—must be that it gives better satisfaction. Have you given these profit-makers a trial?

Furnivall-New Limited

Hamilton, Ont.

AGENTS

Montreal, J. C. Chivers; Ottawa, E. Archdeacon; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Manitoba, Saskatchewan, Alberta, W. H. Escott Co., Ltd. Offices: Regina, Calgary, Edmonton; B. C. Woodworth, 533 Robie St., Halifax; W. W. Chase, 79 Paradise Row, St. John, N.B.

CIRCULAR STYLE

DRY DUSTING MOP

You can retail this style mop at 75c.

YOUR PROFIT IS 50%

On the Tarbox "no oil" Mop. It is chemically treated. It collects dust and holds it.

The Tarbox is a better mop at a lower price—a popular price which is 25 per cent. less than imported mops. It is easier to sell and yields you a larger profit. Sell the

TARBOX

DRY NO OIL DUSTLESS

Mops and Dusters

They satisfy every user. Every user will help you to sell more. That's a fact.

Stock the Tarbox Mops TO-DAY. Get the larger profit and sell for the lowest price.

Supplied through Jobbers

Write NOW for our proposition.

TARBOX BROS.

274 Dundas Street : TORONTO

Government Approved

"Aylmer"

(Boneless)

Canned Chicken

is not a luxury

It is a delicacy that all can enjoy. Every tin contains only pure, solid pressed chicken meat, with all bones removed. Very convenient and economical. Very nice for slicing. It is the ideal food for picnic or camp, as well as for household use. Just open the tin and it's ready to serve. No need for the housewife to spend hours over a hot stove. Aylmer Canned Chicken is one of the most palatable meats for any occasion.

Try a window trim to-day, together with campers' supplies, or a live chicken, and watch the sales. We will be glad to send you some special window cards featuring Aylmer Canned Chicken. Drop us a card to-day.

To open to best advantage, Aylmer Canned Chicken should be kept in a cool place, or on ice.

Dominion Canners Limited

HAMILTON, ONT.

SHARP'S KREEMY

Kindly repeat those words to yourself several times, so that when you come in contact with this World-Famous TOFFEE, you will always remember it is the most profitable line you can sell over the counter. The profit is 50% on your cost and 33 1-3% on your selling price. Repeat business on "Kreemy" will come to your store on a basis of 200% faster than any other line handled in a grocery or confectionery store.

It is packed 12 ten-cent cakes to the box, or 3 doz. five-cent bars.

Made in England at Kreemy Works by

EDWARD SHARP & CO.

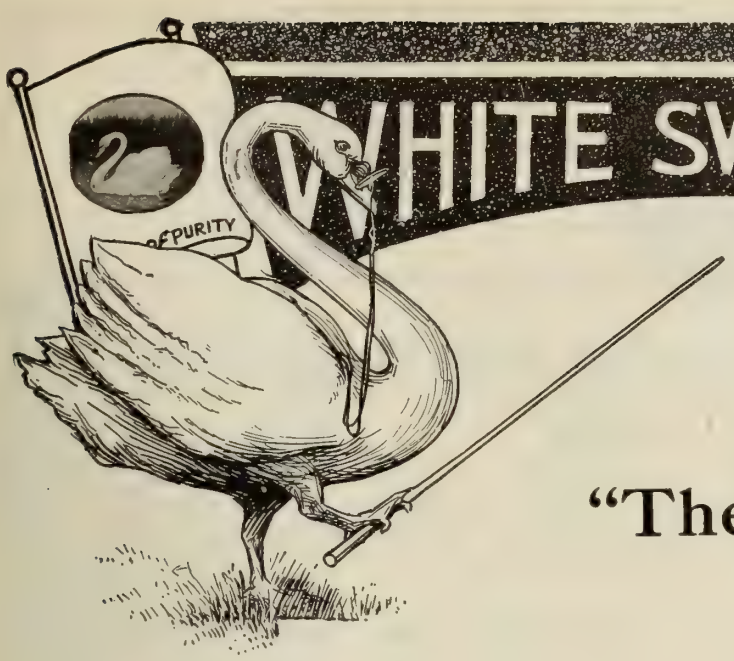
Order by mail direct from our Agents as follows:

THE HARRY HORNE CO. of Toronto—For Ontario.
Howe, McIntyre & Co. of Montreal—For Quebec.
Geo. S. DeForest & Sons of St. John—For New Brunswick.
J. S. CREED of Halifax—For Nova Scotia.
LEADLAY LIMITED of Winnipeg—For Manitoba and Saskatchewan.
Hamblin & Brereton of Vancouver—For British Columbia and Alberta.

NOW MADE IN CANADA

WRITE YOUR JOBBER TO-DAY FOR

NEW PRICES



No. 15

"The Boss Has No Cinch"

It looks easy to be boss, but it's the hardest job to hold down. If it wasn't you would be working for yourself in a store of your own.

The boss is running on high speed while you're running on low. He's climbing hills all the time —you're on level ground.

Why not tackle the hill proposition? You can help yourself by helping the Boss. Make yourself an authority on some one line. Study baking powders, for instance. Learn all there is to know about baking powder, and there is a heap to learn. Then study cereals, then spices. But know what you know thoroughly.

Your customers will prefer to deal with you when you know.

The Boss will naturally look to you for advice on these lines and that means more pay for you and a partnership bye and bye.

"The Boss Hasn't Got a Cinch." Remember that on pay-day, and resolve to help him out.

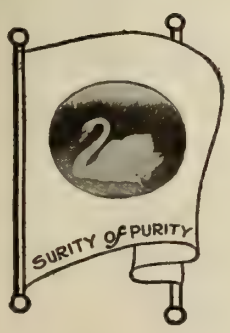
You are bright enough to be a half-way man, and to hold a half-way place on a half-way salary by doing half the work you're capable of, but you've got to add dynamite, ginger and jounce to your equipment if you want to get the other half that's coming to you.

Make a beginning on the "White Swan" Line. Learn how carefully we guard the quality of "White Swan" Spices and Cereals. Then tell your customers. Tell them about that absolute "Surity of Purity" backed up by the Government form of Warranty—that protects **both** your Boss and your customers.

Write for catalogue.

WHITE SWAN
SPICES AND CEREALS, LIMITED
TORONTO, ONT.

Look for White Swan Logic next week.



For Picnics and Luncheons P.F. Delicacies are Winners

It will pay you to cater for the picnic trade with a full range of P.F. quality biscuits. They are light, tasty, and retain their fresh oven crispness. Customers will come your way to get them.

Get in touch with our representatives for samples and price lists.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St., Montreal.

PEEK, FREAN & CO., Limited, Biscuit Manufacturers

LONDON - ENGLAND

Finest Quality *Whittemore's Shoe Polishes* Largest Variety

Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"BULLY SHINE." A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contains oil and waxes to polish and preserve the leather. Also Russet Bully Shine for tan leathers. Large tin boxes. Boxes open with a key. **Retail 10c.**

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a key. Retails 10c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **"BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

"BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retails 25c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A. For sale by the Wholesale Grocers in all Canada.

Every Household and Travelling Trunk ought to contain a bottle of

ENO'S "FRUIT SALT"

A gentle, natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

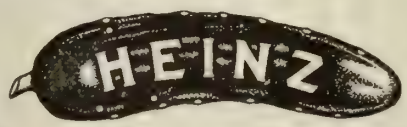
This world-famous aperient has been in use for more than forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.



Selling or Talking?

YOU know which pays best! You can sell a standard advertised product to ten customers in the time it would require to coax one customer to buy an unknown article. *Heinz 57 Varieties* are shining examples of the selling power of persistent advertising.

Let our Grocers' Service Department help you to quickly turn the demand for our products into easy sales. Ask our salesman what the Heinz Grocers' Service is, or write to us for full particulars.

H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
PITTSBURGH, U. S. A.

A Household Standby

For sealing preserves and jellies, your women customers know there is nothing so good as

Parowax
(Pure Refined Paraffine)

Its purity and cheapness make it a quick seller always.

Parowax makes washing easy, too. You can build up a good steady trade by pushing Parowax. It's a quick mover, and brings repeat orders.

Put up in 1/4 lb. cakes, 4 cakes in a carton; 20, 40 or 100 cartons in a case.

THE IMPERIAL OIL COMPANY, Limited

Toronto	Montreal	Winnipeg	Vancouuer
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon

CANADIAN AGENTS:

Ruttan, Alderson & Lound, Ltd.
Winnipeg

L. A. Gastonquay,
60 Bedford Row, Halifax, N.S.

Schofield & Beer,
St. John, N.B.

Nelson, Shakespeare, Watkins,
Ltd., Vancouver, B.C.

White MALT

Cottell's VINEGAR

¶ Is the Vinegar to build up a permanent, increasing and profitable trade.
¶ Its delicious flavour and aroma distinguish it from all others.
¶ It is equally good for pickling, salads and table use.
¶ It is guaranteed full strength,

in short, it is the Vinegar which will pay you best to handle.

Write us to-day and let us sample and quote you.

WHITE, COTTELL & CO., - CAMBERWELL, LONDON, ENG.

THE NAME "FAIRBANK" MEANS SOAP SURETY

"Inside Information"

"Let the GOLD DUST TWINS do your work"

GOLD DUST has always received and is still receiving the benefit of extensive, unique and persistent advertising. Our catch phrase—"LET THE GOLD DUST TWINS DO YOUR WORK"—has been drilled into the minds of women everywhere, and it's easy for you to sell GOLD DUST because every woman knows it means a saving of work for her. Since she can depend on GOLD DUST results, you can depend on GOLD DUST sales.

"Let the Gold Dust Twins do your work."

The N. K. Fairbank Co., Limited
MONTREAL

Seasonable Goods

Mr. Grocer

Are What You Want

Take a few moments to study CLARK'S LIST (if you have not got one, a post-card will bring it), and you will find the goods to fit the season.

CLARK'S Pork and Beans

and, in fact, all CLARK'S products

Are Sellers

They have the quality

Their reputation is unimpeachable

They are thoroughly advertised and prices are right

W. Clark, Limited, Montreal

Right Now

YOUR sales of canned goods should be increasing. The prices are the lowest they have been for years. Let us replenish your stock with **TARTAN BRAND**—the brand that has stood the test of years—it cannot be beat for quality and purity.

Introduce the **TARTAN BRAND** to your customers—they will appreciate your regard for their interests.

The majority of "quality" grocers from Hamilton to Vancouver handle the TARTAN BRAND. Are you one of them? It will pay you to get into line.

Book 1914 Canned Goods with us. We will protect you fully.

Tartan BRAND

THE SIGN OF PURITY

Groceries, Spices, Canned Goods, etc., etc., etc.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON, ONT.**

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

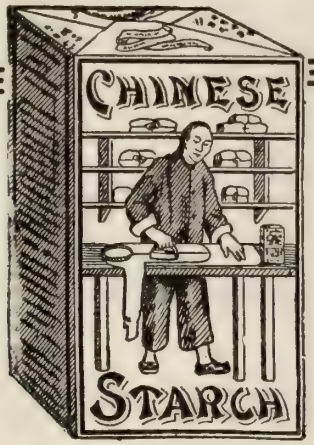
SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.



Profitable goods make you a permanent customer of the firm from whom you buy them. Your customers have the same attitude towards you.

CHINESE STARCH

is a profitable line for you to carry, because it is a ready seller, enabling you to turn your stock quickly.

Chinese starch satisfies in every way; your customers are bound to be pleased with the excellent results obtained from its use and they'll come back for more.

Freight prepaid on order for two cases or more.

Ocean Mills, Montreal

The Tobacco Connoisseur

will come to your store regularly for his supply of Chewing Tobacco if you sell

King George Navy Chewing Tobacco

Men who chew appreciate real quality, they are satisfied with no other but the best, and they will come a long way for "King George Navy."

Stock to-day, it will pay you.

The Rock City Tobacco Co.
LIMITED
QUEBEC WINNIPEG

St. Lawrence

Extra Standard Granulated.

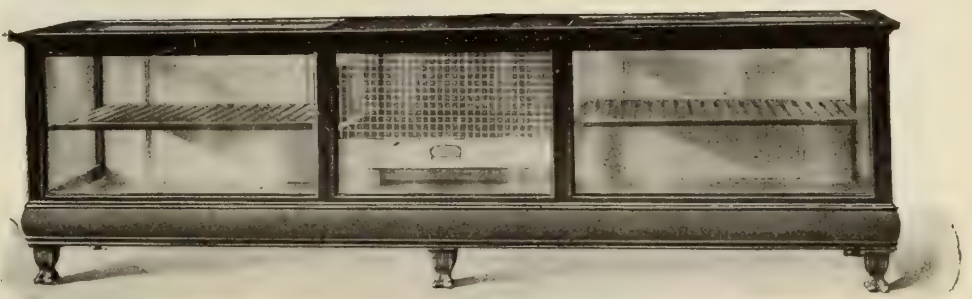
The Sugar that is 100 per cent. pure cane.

This is the

ARCTIC CASE

No. 984

And a handsome case it is too, a fixture that not only adds to the appearance of the store, but adds to the service and displays perishable goods in a way that turns them into ready money. Made in 6, 8, 10 ft. sizes. Catalog on request.



John Hillock & Co., Limited
TORONTO, ONT.

Agents: Quebec and Maritime Provinces: Wolf, Sayer and Heller
Western Ontario: J. H. Galloway & Co., Hamilton

The Bowser Red Sentry Pump means Pure Gasolene for the motorist and More Business for the grocer. We've taught the motorist to look for the Red Sentry and we've made a Red Sentry with electric bulb that will show a red light at night and look for the motorist. An automobile is like a wagon load of money rolling along and paying some out to each enterprising merchant. Get yours! We'll show you! A

BOWSER ESTABLISHED 1885

Outfit in your store means *increased sales* of gasolene and kerosene *accurately measured;* it cuts out the "guess" and keeps in the profit. It keeps your store clean and saves soiling your hands with measure and funnel; it measures gallons, half-gallons, quarts, pints and half-pints, and shows the price; it shows how much to give for "five cents worth," how much to charge when you "please fill this can." Bowser and Oil Profits go together. Write for booklet "For Your Store." No obligation incurred.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue, - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.

Established 1885.

The gathering of the clans

"On to Toronto!"

YOU have doubtless noted with gratification the great movement for honesty and square dealing which is revolutionizing American and Canadian business methods. Our goods, our salesmanship and our advertising are being cleansed and vitalized by the spirit of truth and sincerity.

As a result we see a growing public confidence in manufactured products and their advertising—a confidence which, if preserved and fostered, will decrease our costs, increase our profits, and become a business asset of incalculable value.

Foremost in the fight which has brought about this revolution stand the Associated Advertising Clubs of America, whose emblem is shown above. If you are a business man, interested in the manufacture, distribution, or selling of commodities of any nature, you should attend the Tenth Annual Convention of the A. A. C. of A. at

TORONTO

June 21-25, 1914

At this Convention you will hear the inspiring story of the manner in which these tremendous reforms are being effected. More than this, you will hear the problems of distribution, merchandising, salesmanship and advertising discussed by able and successful business men, in a series of open meetings.

These meetings will cover the questions of chief interest to the 10,000 business men comprising the 140 clubs of the A.A.C. of A.—*your own* problems included.

EDWARD MOTT WOOLLEY, the famous writer on business topics, has written a booklet entitled *"The Story of Toronto."* This booklet describes in a forceful, intensely interesting manner, the wonderful work the A. A. C. of A. are doing for clean advertising and square business methods, and the significance and importance of the Toronto Convention. This booklet will be sent free to all business men asking for it on their business stationery—together with detailed facts as to the convention programme and rates for accommodations.

Address Convention Bureau

ASSOCIATED ADVERTISING CLUBS OF AMERICA

TORONTO **CANADA**

CAN-O-WAX

a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.; Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.

What they remember

When washing day is over, users of OCEAN BLUE remember its quality.

They know then they are for ever trouble-free in the matter of spotlessly white Linen and Lace. That brings satisfaction, and satisfaction brings repeat orders.

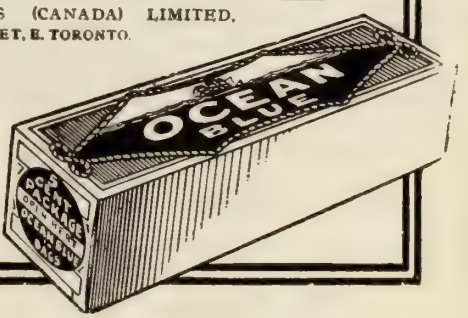
OCEAN BLUE

does the work so quickly and well, that the handy 5 cent packages are sure of a welcome from all your customers

QUALITY—PRICE—PROFIT—RIGHT!
How about your STOCK.

HARGREAVES (CANADA) LIMITED,
33 FRONT STREET, E. TORONTO.

Western Agents: For Man., Sask. & Alta. Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.



A New Quartette

Unique (Brand) Polishing Oil
Unique (Brand) Sewing Machine Oil
Unique (Brand) Insect Chaser, and
Zu-tro-zu Laundry Starch.

The above oils are really remarkable. We know that there are oils and oils on the market, but just sample these and then you'll agree that we are **your people.**

Agents Wanted.

Can. Utilities Mfg. Co.

549 Visitation Street
MONTREAL

For Summer desserts there's

nothing like Bee Brand Jelly Powder

So economical and delicious. A package makes a whole pint. Will stand comparison with any 10c line on the market.

Your customers will appreciate the quality and comparative cheapness of Bee Brand. Feature this line to-day.

THE PROFIT IS GOOD.

FORBES & NADEAU, Montreal, Que.

MAPLE SYRUP

is always a good seller. Your customers have a lasting taste for Canada's own product. Especially when it is

Pride of Canada

These Are The Containers Of The Ever-Pure

We take special pride in packing this brand, because we know it is **the purest,** and it has always been our aim to pack the very finest quality only.

Ask Your Wholesaler.

Maple Tree Producers' Assoc., Ltd.

MONTREAL

AGENTS :
S. H. P. Mackenzie, Toronto
W. L. McKenzie, Limited, Winnipeg
Oppenheimer Bros., Vancouver

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and exten ds from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

CHARLES H. COLE

Agent for McVitie &]Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS

TORONTO, - - - - CANADA.

Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

W. G. PATRICK & CO.
Limited.

Manufacturers' Agents and Importers.

51-53 Wellington St. W., Toronto

AGENCIES SOLICITED

Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.

M. D. BEARD
50 Front St. East TORONTO

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

HENRI D. LEEUW

28 Front Street E. TORONTO

RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

ONTARIO (Continued)

COLLECTIONS

Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.

COMMERCIAL COLLECTION CO.
77 Victoria St., Toronto, Ont.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited

Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.

We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.

Importer, Wholesale Broker and Manufacturers' Agent.

Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED

Grocery Brokers and Importers

WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED

Wholesale Grocery Brokers

181-183 Bannatyne Ave. Winnipeg, Canada

Branches Covering All the Wholesale Centres in the West

Hamblin & Brereton
LIMITED

Importers and Manufacturers' Agents. Winnipeg, Calgary, Vancouver.

We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents

WINNIPEG - MAN.

Domestic and Foreign Agencies Solicited.

WESTERN PROVINCES—Continued.

COCKBURN-NOLAN CO.
Limited

Importers, Brokers and Commission Merchants

Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.

312-314 Ross Avenue Winnipeg

H. G. SPURGEON
WINNIPEG

Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY

Wholesale Commission Merchant and Grocery Broker

757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.

Successors to RUTTAN & CHIPMAN
Commission Brokers

WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.

857 Beatty Street, Vancouver, B.C.

O'Loane, Kiely & Co., Ltd.

Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries, Buyers' and Sellers Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities. RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun. VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.

ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION

Amongst the Jobbers and Retailers

I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?

CLAUDE BEAUCHAMP
223 Commissioners St., Montreal.

IT IS POPULAR

and growing more so.

MAPLEINE

should be in all first-class stores.

ORDER FROM

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Or

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WN.

BRAND **STUHR.**

STUHR'S

CAVIARE
FILLETED ANCHOVIES
(In Brine).
ANCHOVY PASTE
(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

OAKEY'S

The original and only Genuine Preparation for cleaning cutlery.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

$1.40 per dozen

For the Nominal 5-oz. Bottle

We have yet to find a Coffee Essence that is so genuine in Flavor as

"DISTIL"

The Essence with 22 Highest Awards for Purity and Excellence

The Harry Horne Co. of Toronto, Agents for Ontario

An Import Agent Wanted for each of the other Provinces of Canada

Write Direct to **THE DISTIL MFG. CO.**

106-108 Broadwall St. **London, England**

DO YOU WANT THIS?

To look at the cut you may think "Zip is a very ordinary line." We think and know different.

There's a quality of ingredient in Zip not to be had in any other line at the price.

The tin is a large one, too. Why not put in a sample lot?

Zip Mfg. Company, - Sutton, P. Q.

AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.

Vig-Nol makes wash-day less dreaded

by the housewife, by cleaning her finest clothes beautifully without the use of the washboards, without injury to the fabrics or hands. It reduces the soap consumption 50%, eliminates rubbing, drives out every particle of dirt by steam concussion.

Put up in tablet form, pays well, sells fast. Get our special counter stand offer.

H. NAGLE & CO. P. O. BOX 2024 **MONTREAL**

Jobbers—write for discounts.

Distributors—Young Co., Ltd., Sudbury, Ont.; Will Hill & Son, Vancouver, B.C.

WAGSTAFFE'S

1914 New Strawberry Jam, now ready for delivery.

Mr. Grocer,
THIS STRAWBERRY IS DE LUXE

The scarcity of Strawberries will make Wagstaffe's Strawberry Jam a good investment.

Get it in early.

Write direct, naming your wholesaler.

WAGSTAFFE LIMITED

PURE FRUIT PRESERVERS

Hamilton **Canada**

Safe Investments

The Financial Post of Canada is the recognized authority on Canadian investments.

Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions.

The INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

The Financial Post of Canada

TORONTO

"The Canadian Newspaper for Investors."

DON'T GUESS

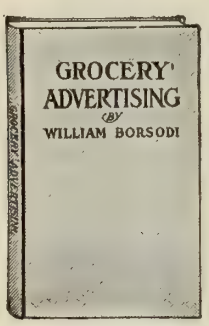
You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. CARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason. *Put in a stock right away.*

CARR & CO. CARLISLE ENGLAND

AGENTS: Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B. C.; T. A. MacNab & Co., St. John's, Newfoundland

Grocery Advertising

BY WM. BORSODI



Price Postpaid $2.00

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

BOOK DEPARTMENT

The Maclean Publishing Co., Limited

143-153 University Avenue, Toronto

Every Retail Grocer in Canada

handling Candy should get his Confectionery Jobber to show him samples of all the National Licorice Company's penny Licorice goods.

Their delicious quality, generous sizes, novel shapes and general attractiveness insure quick, profitable and increasing sales.

If you cannot secure the above-named goods from your wholesaler, kindly notify

National Licorice Company

Montreal

Cleave's

CELEBRATED

DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO—Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

LOOK!

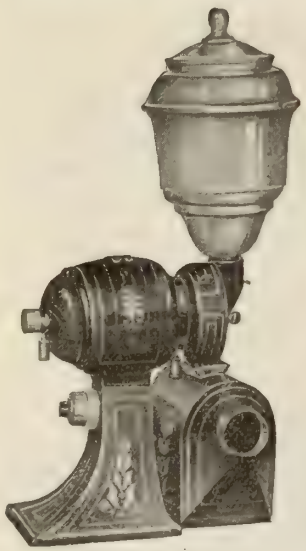
Inseparable from quick sales and more than a quarter of it profit.

A case each of Richards Pure and Richards Quick-Naptha will keep you in good standing with the "Richards" users.

Your Wholesaler can supply you at once

The Richards Pure Soap Co.
Limited
Woodstock **Ontario**

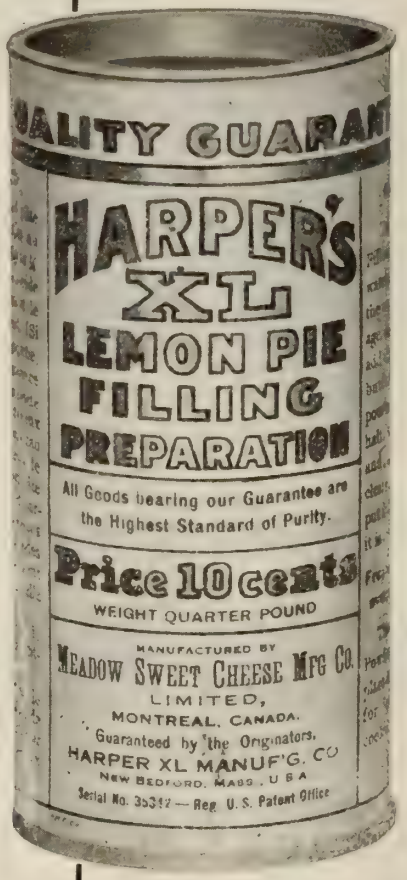
Electric Cut Your Coffee



With an Electric Cutting Machine designed with Machine Steel Burrs tempered in Oil, which produces evenness in Grind, thus improving the Cup quality of the Coffee. Has also a Fan connected with the Rotating Burr, which keeps the Grind Head clean, so there is no danger in mixing Grades.

There is also a Numbered Setting Device arranged so that you can give your customers their Coffee as they like it. Sold on Monthly Payments and Positively GUARANTEED. Live agents wanted at principal points in Canada.

J. H. Galloway
11 Market Street
HAMILTON, ONT.



It Won't Lie

on the shelves, whenever introduced. It is a good seller. Your best customers need it to save labor and expense.

No Lemons Needed

Chocolate Filler, Vanilla Filler **have equal merit.** Gravy Soup Crystals **have no equal.**

All 10c Retail

Meadow Sweet Cream Cheese

Ask Your Jobber.

THE MEADOW SWEET CHEESE MFG. CO., LTD.
Montreal

57,600 Tins of Eiffel Tower LEMONADE

have just arrived at our warehouse, direct from the factory at Maidstone, Eng.

We need not tell you, that this article has the largest sale in the world. Your customers know the merits of this lemonade, and will ask you for it immediately the weather becomes warm.

Mail your order direct to us to-day. We can effect shipment 30 minutes after the mail is received.

THE HARRY HORNE COMPANY

Manufacturers' Agents and Importers

309-11 King St. W. - Toronto

ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

CONTENTS

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II. Efficient Salesmanship
III. A Sales Campaign—How to Start It
IV. Face to Face Salesmanship
V. The Evolution of Advertising
VI. The Weak Side of Advertising
VII. The Principles of Efficiency Applied to Advertising
VIII. The Building of an Advertisement
IX. An Analysis of Current Advertising
X. The Future of Advertising
XI. Public Opinion
XII. The Professional Outsider

PRICE, $2.00 NET

Postage, 13 cents additional

TECHNICAL BOOK DEPARTMENT

MacLean Publishing Co.,
143-149 University Avenue, Toronto

Why do Business Blind-Folded?

The McCaskey removes the blind-fold of credit business

Dealers who still use the old book and ledger methods of keeping credit accounts are doing business blind-folded.

They have no idea how their accounts stand—charges are made, entered in a multiplicity of books and allowed to remain until the customer takes a notion to pay—frequently they are forgotten.

The McCaskey System

"First and Still the Best"

The McCaskey System removes the blind-fold of credit business and enables you to see at a glance just how your credits stand.

At each purchase the customers see the total of their accounts. It encourages them to pay regularly.

The McCaskey does all the work with only **one writing.** So simple, so easy. Quit groping—see the things that make for success—the things others have attained.

It costs you nothing to investigate. Let us hear from you to-day.

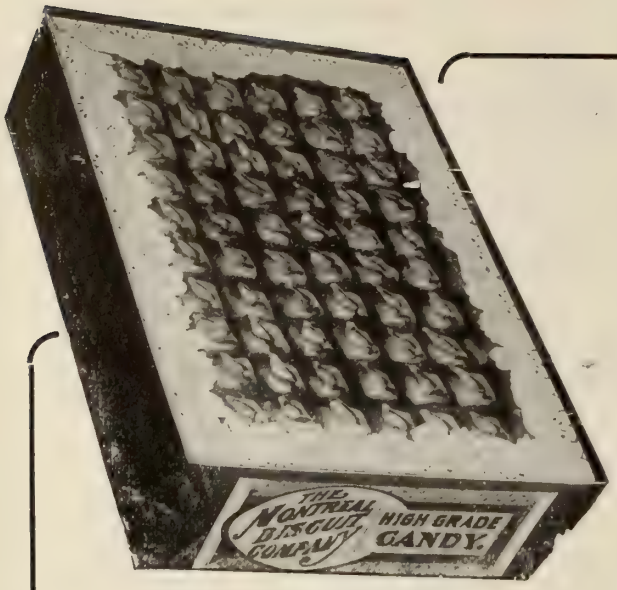
Showing Electric Recorder

DOMINION REGISTER CO., LIMITED

90-98 Ontario Street, Toronto, Canada

Trafford Park, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON-COATED SALES BOOKS IN THE WORLD



"BORDO," the leader in Chocolates, pays 60% Profit

For brisk demand and exceptional profit there is nothing to equal the great chocolate specialty "**BORDO**".

The success of this chocolate lies in its individuality. "Bordo" is a single line (not assorted), just one style, one flavor—with a unique centre, made from our own original formula. The deliciousness is unequalled.

If you are anxious to clinch some good, steady, profitable trade, get a supply of "BORDO". One trial will convince of its superiority. A truly wonderful seller with a profit worth while.

A card will bring full particulars and a generous sample. *Write now.*

The Montreal Biscuit Company

The Originators MONTREAL

Wonderfully Good Value!

WONDERFUL SOAP AND SOAP CHIPS

Wonderful Soap is remarkably pure and hard, and will do more work to the bar than any other soap you ever handled. As for Soap Chips—their equal in efficiency and economy for large washings has yet to be discovered.

We Pay Freight on Five Case Lots.
Write us for quotations.

The Guelph Soap Co.

Guelph, Ont.

A Profitable and Quick-Selling Line

10c. 10c.

Neat, Effective, Light, Durable
SELLS ON SIGHT

THE Wire Netting, which is securely fastened to a neat Wood Handle, is practically invisible; the air passes perfectly between the strands, and the stroke to dispatch the fly is delivered surely and effectively. Kills without crushing, and does not soil the most delicate fabrics or injure the highest polish.

Put up in boxes of One Dozen. Each box of the "King" contains a Counter Display Stand for Six Killers.

"KING" 85c. per dozen
"SWAT-STICKA" 45c. per dozen

5c. 5c.

Obtainable from Wholesale Grocers and Wholesale Hardware Firms

J. A. Hendry, 75 PRINCESS STREET KINGSTON, ONT.

Agents for the Dominion of Canada

Place this delicious Meat Patty on your counter and see how quickly it sells!

ALL over Ontario and Quebec people are asking for Paris Paté. A big advertising campaign is now in full swing and dealers everywhere are realizing that it **pays** to sell—

PARIS PATÉ
PARIS MEAT PATTY

What Paris Pate is:—

Paris Pate is prepared by clever French Chefs from choice, nutritious meats and spices, put up in hermetically sealed tins and cooked by a special process. Just ready to eat—an ideal delicacy for every occasion—indoor and outdoor. Absolutely pure, wholesome and delicious. Check up your stock *to-day*.

Get in touch with any of these agents:

Quebec—A. Francois Turcotte.

Toronto — Maclure & Langley, Ltd.

Ottawa—Provost & Allard.

Kingston—Fenwick, Hendry & Co.

Halifax—J. W. Gorham & Co.

Winnipeg—Tees & Persse, Ltd.

Prepared by
SOCIETE S.P.A., 51 Reading St., Montreal

Also at Paris, Dijon and Nolay, France

The Very Latest **and Best**

Every time a purchase is made
the account is rendered to date

THINK OF IT!

We make Cabinets in all
sizes for all kinds of businesses

We supply a complete system, so simple that any dealer can carry it out with little work and know where he stands every day.

WRITE US ABOUT IT

COMMERCIAL ACCOUNT REGISTERS LIMITED

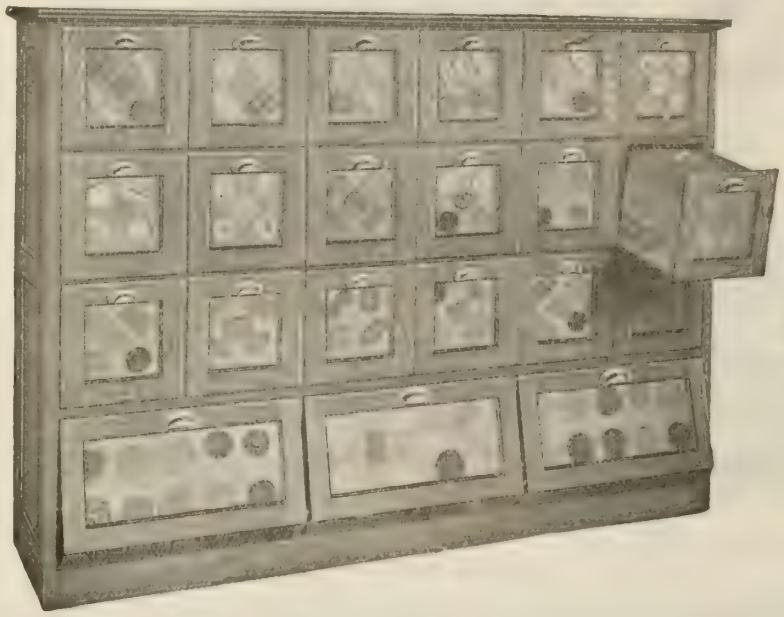
178-180 Victoria St., - - - TORONTO

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6′ long and 54″ high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.



Stock lengths are 6′, 8′ and 10′, but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.

Walker Bin & Store Fixture Co.,
LIMITED
Berlin, Ontario

Representatives:
Manitoba:—Watson & Truesdale, Winnipeg, Man.
Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.
Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.
Montreal:—W. S. Silcock, 33 St. Nicholas St.
Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake Manitoba

Sure!

It pays, and pays you well, to sell

Cook's Friend

the Baking Powder that has been the leader for over 50 years.

Always reliable. Absolutely pure.

W. D. McLAREN, Limited, Montreal

COOK'S FRIEND
THE COOK'S FRIEND
BAKING POWDER
FOR RAISING ALL KINDS OF
BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY.
In making Bread with this powder no fermentation takes place, and thus neither acid nor alcohol is formed, thereby producing SWEETER, LIGHTER and WHITER BREAD than by any other PROCESS.
PREPARED ON CORRECT CHEMICAL PRINCIPLES.
Never dip a wet spoon in the POWDER. Keep it always in a dry place.

Tea lovers are "touchy"

Is it worth while trying to make a fraction more profit by selling your customers tea of doubtful value when it is so easy to please them with high standard **Melagama package tea?** The margin of profit is satisfactory to you and the margin of quality is eminently so to your best trade.

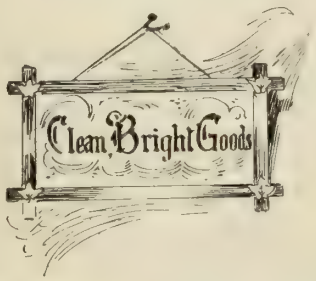
MELAGAMA TEA

Special in Bulk Teas

Notwithstanding the recent sharp advance in the market, we have some values in Bulk Teas that compare favorably with any we have ever offered the trade. Let us send you samples and prices.

Melagama Coffee is a steady seller amongst Coffee lovers. Sheer merit and good advertising keep it well to the front. Let us send you a case.

Minto Brothers Limited, 45 EAST FRONT ST.
Toronto



Hang this in your window when you are displaying

Bertrand's Macaroni

You know what **Bertrand** stands for. If it were not the synonym for highest quality the pride of place as far as macaroni manufacture is concerned, would not have been held since 1825.

Three immense factories in France are kept running night and day to provide the needs of all.

Order Well Ahead.

Henri Jonas & Co.
MONTREAL
Sole Agents Canada and U.S.A.

Are You Alive

to the possibilities of the Eureka Refrigerator in connection with your business? To the **go-ahead** Butcher or Grocer the installation of an EUREKA marks an epoch of **greater sales, greater business prestige** and **greater profits.**

The store that is fitted with an efficient refrigerator system such as the Eureka embodies, invites a better class of trade and **more of it** on account of the better condition in which perishable goods are kept.

Don't be misled that any other make is "just as good"—**there is not a refrigerator on the market equal to the EUREKA,** and every one turned out of the factory **carries our guarantee.**

You incur no obligation by sending us a request for particulars, but will profit by the details we will give you about the **Refrigerator with a 28 years' reputation**—the **EUREKA.**

EUREKA
Refrigerator Co.
Limited

31 Brock Ave., Toronto

If you try Colman's *SAVORA* yourself, you'll be sure to stock it.

A DELICIOUS, APPETITE-WHETTING CONDIMENT *for* MEAT, FISH, SALAD, *etc.*

In introducing "Savora," the new appetizer for meat, fish, soups, etc., we put it purely on its own merits—you and your best customers be the judge and jury.

Send to-day for a trial order—one case if you wish, try it and have your friends try it—then decide. So far, every grocer has stocked "Savora" after giving it a trial. You'll do the same, for it has the taste that pulls.

Magor, Son & Company, Limited

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St., Montreal, 30 Church St., Toronto

Peter, Peter, Pumpkin Eater,
Had a wife and couldn't keep her
Better food in vain they sought,
Till Crown Brand Syrup Peter bought.
Now they eat it all the time
Think it great and say it's fine!

Crown Brand Corn Syrup

This pure food costs so little and goes so far that its merits should be known in every household. Spread it on bread when the kiddies want a "piece." Serve it with pancakes and fritters. Use it to sweeten puddings, pastry and cakes. ¶ Most delicious taffy and candies can be made with Crown Brand Corn Syrup.

¶ Our Free Recipe Book tells of numerous economies its use will effect in the kitchen. Send for a copy. Address Montreal Office.

PETER'S PUMPKIN PIE

1 Pint Milk.
3 Cups Strained and Dried Pumpkin.
1 Cup Sugar.
1 Cup Crown Brand Syrup.
3 Eggs (beaten separately).
One half saltspoon Salt
1 Tablespoon each Ginger and Cinnamon.

Beat all together until thoroughly mixed, and bake with under crusts only.

The Canada Starch Co. Limited

Manufacturers of The Edwardsburgh Brands

MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER

Let Peter Pile Up Profits——

PETER, the famous pumpkin eater—has joined the crowd and now eats

Crown Brand Corn Syrup

He and five of his story-book friends are reminding Kiddies and their parents of this delicious table delicacy, in great big ads.—twice as wide and twice as high as this little reproduction.

More demand—same good profits—how about your stock?

Canada Starch Co., Ltd.

Montreal Cardinal Brantford

CANADIAN GROCER

VOL. XXVIII JUNE 19, 1914 No. 26

Overcoming the Increase in Rent Problem

What Past Decade Has Done to Raise Expenses in This Line—Cutting Prices One of Things to be Avoided in View of Advanced Rents—Using All Available Store Space Without Crowding for Auxiliary Lines.

THERE is one very important factor in the problem of successfully financing the modern grocery business which the average grocer may be inclined to overlook—it is human to overlook the evils that are always with us to raise voices of protest against comparatively trivial matters which crop up for the first time. This factor is RENT—rent with capitals, all capitals.

The increase in rent is usually philosophically accepted by the business man as the inevitable—in the same class with death and taxes. The purpose of this article is not to advise him as to how he is to evade the issue; it is one he must face. But if there is an increase in rent there must be an increase in net profits to meet it if the business is to continue to prosper—that is the point to which attention is called.

The Advance in Ten Years.

Let the grocer sit down and figure the rent he is paying to-day as compared with the rent he was paying ten years ago. It is not a proposition that can be generally dealt with in figures, but the average man of business is paying highly-increased toll to the landlord, and if he is classed with the fortunate ones who do not have to be on the lookout for the monthly footstep of the owner, then he must figure on the increased taxes he is paying, and, what he may be more inclined to overlook, the interest he has invested in the business as represented in the value of the property.

There are few grocers to-day who will not find that their rent has gone up very rapidly in the decade, and in the cities and towns, where there has been an increase in population, the increases have been very rapid.

In the very large cities, like Toronto, we find grocers on Yonge street paying a rent of $200 a month, where they were paying half of that amount ten years ago; we find small stores which have gone up from $20 a month to as high as $75 and $80. In the heart of the down-town this has been a factor in sending grocers to the outer sections. This may not be the most important factor, and not one that applies to smaller cities. In Toronto many grocers have gone to the residential sections because they want to cater to the home trade and not to the catch trade; in the heart of the city there are no more people residing than ten years ago. In smaller cities, however, there have not been such radical changes, and where it is a comparatively short distance to go to the main street many people will do their shopping down-town, including their groceries. But enough of location. We are talking now of the increases in rents and how to face the issue.

The increase in rent should be carefully considered in relation to the volume of business. To it should be added the other increases in the cost of the operation of the business, the higher wages of clerks, the higher cost of keeping delivery horses, etc. Then when the grocer has figured up the increased costs of running the business, he should look to the avenues from which that expense is to be covered.

More Business, Not More Profit.

In considering this problem, it will at once be evident that there has not been an increase in profits to correspond with the increase in expense; the increase must then be met in some other way. In the old days there was even larger profits in some of the lines—but there were not so many lines; therein is the secret of the success of the modern grocery store. It is pithily said that to-day we are not facing the high cost of living, but the cost of high living, and in this there is considerable of the truth. Compare the stocks which are carried by the average grocer of to-day and of ten years ago and a vast difference will be noted. To-day what were the luxuries of the few years ago are the daily needs of the many; canned goods and proprietary lines which were unknown and unthought of ten years ago form the bulk of

"He should be careful of his own neck in handling the saw."

the business of many of the grocers of to-day. The modern grocer must not consider the profits of individual lines so much as the question of increasing the number of lines handled.

Rent by the Square Foot.

Rent should be figured on a basis of so much per square foot; when this is arrived at there is a strong argument in favor of making use of every available space. A counter here, a display table in that corner, some shelving there—these can be introduced without any additional crowding, and on them can be displayed some new line; perhaps there is a corner of the store-room at the rear where a new department could be successfully opened. Provisions, pastry, fish, confectionery, fruit, high-class luxuries for the wealthy, etc.—these are some of the lines which can often be introduced to play an important part in that rent problem of so much to the square foot.

The question of rent enters directly also into the problem of stocking the grocery store. Where there is an expense for every square foot of space there is no room for dead lines. Recently a grocer in a corner store made the statement that he did not want five dollars on his shelves for a month that did not turn—that is the principle of success in the modern grocery business. Where there are a number of brands of one standard line, the man with a comparatively small business may find himself better off with one or two good brands than in trying to carry them all. If he has a reputation for good goods his word will be accepted for the brand offered; he keeps his stock fresher, and he has much less money involved.

Maintain Selling Prices.

Then the question of the selling price. In these days the margin allowed on most lines is not large; the grocer who tries to increase his business by cutting prices should be careful of his own neck in handling the saw. He cannot afford in view of the high running expenses to sell lines which do not bring a profit, for there is not sufficient surplus in any line to warrant it. When a grocer starts in to slice prices he should get out his pencil and figure up his rent and other expenses; estimate what the space is worth to him in which he is handling his cut-rate line—and he will come face to face with a proposition that will probably open his eyes. And then the modern grocer who is in his stand to stay and who knows the best method of holding his trade will learn by experience that it is quality at the right price and not second-rate goods at bargain figures that holds trade and brings new customers.

Protecting the Retail Merchant

Peterborough, Ont., June 18—(Special).—Recently N. C. Cameron, who is local secretary of the Peterborough Branch of the Retail Merchants' Association investigated a case of a "colored" lady collecting money for "colored" church work and who travels all over the Dominion of Canada.

The Association members in Peterborough all have cards in their stores which reads: "Canvassing for Donations or the Sale of tickets must be done direct to the Secretary of the Peterborough Branch of the Retail Merchants' Association only."

This drove the woman in question in to see the secretary and caused a searching investigation which revealed the fact that she was working on a commission basis of 40% of the net amount collected after her traveling and hotel expenses were deducted, which she admitted ran over 20%; this would mean that more than 50% of the money donated by the merchants went into the pockets of the collector. Needless to say the local association did not give her a cheque.

* * * *

Secretary Cameron has been busy in Peterborough lately making a general clean up. The first case he went after was that of canvassers for floor mops and brushes who claimed exemption under the Pedlars' By-Law. He got after them under the Transient Traders' Law and as a result they were fined $20 and afterwards left the city to attempt probably the same thing in other towns where the association may not be so watchful.

* * * *

Another case was that of Tea Pedlars, there being three wagons and one man on foot. Evidence was found against three of them with the result that the man on foot quit; one wagon license of $60 was taken out, and one wagon left to peddle in the country where it might escape a license. The tea business in Peterborough got so bad that the grocers were not selling very much tea.

* * * *

Another case was that of a bookseller who came to Peterborough with 10 girls to sell books, the girls to do the canvassing and himself to do the delivering afterwards. Secretary Cameron rounded them up before the Police Magistrate and the book agent was given an opportunity to either pay over $100 for a Transient Traders' License fee or take the consequences. After getting a solicitor's advice he "put up" the necessary hundred. He stated he had traveled all over the province and that this was the first place he was held up.

A number of photographers were also stopped who also made the same statements and had to quit business.

* * * *

The last to come under the ban were the circus followers, who sell souvenirs, canes, balloons, etc., on the streets and who were in Peterborough recently. These men have printed slips which they take to the Chief of Police in each place and get him to sign. This they allege is a permit to sell on the streets. This permit the association claims is not worth the paper it is written on, as no Chief of Police or Mayor or anyone else has authority to give permits for the sale of goods on the city streets. The only way is to take out a Pedlars' or Transient Traders' License.

Secretary Cameron believes in protecting the retail merchant and is going about it with actual results.

* * * *

The picnic of the R.M.A. will be held this year on July 16 at the T. A. S. Park, which is 4½ miles from Peterborough on the River Otonabee. Over 60 merchants are on the committee to run it and it is expected it will be larger than ever.

At the Weekly Conference

At This Conference on Summer Drinks Some Splendid Talking Points Are Brought Out — An Original Window Display is Also Described.

Conference No. 4.

EVERY time the marksman shoots true the bell rings. And every time the merchant evolves sound, practical methods for increasing sales without cutting prices, he is ringing the bell of larger profits. So it was that Henry Lawrence, who, during the past three weeks, had by specializing on canned goods, milks and tinned fish, and by workable and well-laid plans, increased his turnover and profits by a considerable amount.

* * *

In a lull in the work of serving customers during the week, Lawrence's staff agreed that the warm weather made it high time to go after more vigorously sales of summer drinks, such as grape juice, ginger ales, mineral and aerated waters, lime and lemon juice, sarsaparilla, birch beer, etc., and lemonade powder. So when conference hour arrived on the following Monday, there was something ready for discussion.

A Line of Least Resistance.

"We are working along lines of least resistance," remarked Frank Hastings, the senior clerk, when the proprietor had opened the discussion, "when we endeavor to sell summer drinks this weather. Tap water cannot always be depended on, and the temperature, followed up by our suggestions, supplies a very good reason why one or more of these drinks should be in every home."

Henry Lawrence—"Take grape juice, for instance: I have been told by men who know, that grape pickers in the Niagara Peninsula gain in weight every season 8 or 10 pounds by simply eating an occasional grape. The juice of the grape is, therefore, not only refreshing as a drink, but nourishing and this should help us in making a feature of grape juice.

"What are the chief selling points of lemonade powder?" asked one of the clerks, and the question was given to Hastings to answer.

"The citric acid of the lemon," he pointed out, "was most beneficial for the blood in that it served to keep it cool, and to counteract certain germs. It can be made so quickly and so easily that it is a splendid thing to have on a camping or outing trip as well as in the home.

"We have as well," he added, "a fine stock of mineral waters. These are all splendid summer tonics and admittedly harmless, and to anyone who is known to have stomach disorders can be recommended highly.

"In regard to lime juice, I was reading the other day that the high grade article was of a very pale straw color and that if it tended towards red, it is not first-class. The line Mr. Lawrence has stocked, you will find, is of the better quality. Lime juice is, of course, made from the lime fruit which belongs to the lemon or citrus family, and therefore possesses medicinal qualities as does the lemon."

Henry Lawrence—"You can recommend every line of summer drinks we carry, as I take special precaution to see that they are as pure as it is possible to buy them. Frank has made a good point in regard to quality in lime juice. This is a talking point which everyone should use if our prices are compared with others."

A Staff of Specialists.

By the way Tom Pepper's mouth twitched it was seen that he had a suggestion to offer.

"Why not arrange our campaign," he said, "so that each clerk would specialize on one particular line. For instance, when a customer has given her regular order for groceries, let there be one line of summer drinks for each of us to concentrate upon. Frank could sell lemonade powder; Jack, grape juice; Harry, lime juice; Alex. mineral waters, and I, ginger ale, etc. This would mean that instead of asking a customer about summer drinks in general, each would have a special line to suggest and would concentrate the custom-

Cooling, Healthy and Sparkling Beverages

In the hot summer weather you want to enjoy living as much as possible. You will get more real enjoyment out of a case of a good summer beverage than out of anything else of equal cost. Always keep a few bottles on ice or in the cool cellar and you have a treat in store for yourself and friends whenever the occasion arises. Return the empty bottles and the cost is lessened.

Note this list and phone your order:

Grape Juice, not only a refreshing, but a healthy drink when water is added, per bottle ——c; per dozen——c.

Ginger Ale, sparkling and exhilarating, per bottle —— c; by the dozen —— c.

Lime Juice, from best fruits, a good medicine during the warm weather, per quart bottle ——c.

Lemon Juice, a summer tonic without drugs, per bottle——c; half dozen ——c.

Lemonade Powder, add water and you have a delicious drink, per package ——c.

A. H. Manning & Co.

68 Water St. 'Phone 921

Above is a suggestion for a summer drink ad. Use your own prices and try it out.

er's attention on it. At the same time each of us would make a complete study of the line assigned to us and therefore would be in a position to answer every question."

The entire staff "fell in" with the idea. Lawrence saw that it would be a splendid opportunity to develop "specialty salesmanship" in his own store, and that it would increase wonderfully the efficiency of the staff. At the same time it meant that none of these summer lines would remain stickers, for he had confidence in the young men before him to do their individual parts. The assignments were settled as Pepper had suggested, with one change.

"I would suggest," added Lawrence, "that you all look up the advertisements in our trade paper for selling points of the line you will specialize on, and familiarize yourselves with them. Also secure information from other sources, and I think we will have a splendid week on summer drinks."

* * *

Tuesday morning opened with an attractive display of summer drinks. On the floor in the center, Pepper had arranged an ingenious display of aerated and mineral waters. He spread some sand with fine stones on the floor (in center only) and on top of that he placed a mirror 2 feet by 1½ feet in dimensions. Around the corners and edges of this was sprinkled sand, so that the appearance of a pond of water with a bank about it was given. For two or three feet about the sand were placed fresh sods, making a pond of water surrounded by a meadow. On the edges were two gaslights on rods a couple of feet high so that at night when the lights were on the reflections could be seen in the mirror. Surrounding this miniature pond were several bottles of aerated and mineral waters, three in a bunch, and against one of the gaslight posts was a card inscribed: "Come on in, the water's fine."

In the right and left corners were two semi-circular "steps" covered with green tissue paper, and on these were shown grape juice, ginger ales, lime and lemon juice, etc., and on the floor in front on either side was a pyramid of packets of lemonade powder. Beside each stood a lemonade pitcher filled with the drink made from the lemonade powder, and a couple of tumblers. Two other show-cards reading: "Refreshing Summer Drinks," and "The Drink Without The Germ," were placed one on each of the steps.

You can easily imagine the interest such a display created. Everybody came to see it as soon as the news spread around. It was one of the best young Pepper had yet evolved and it certainly

(Continued on Page 46.)

Building Up a Trade With Farmers

Methods of a Pickering, Ont., Grocer Who Uses Aggressive Means to Get New Business—Was Formerly a Druggist.

THERE are a good many interesting features about the grocery business of James Richardson, of Pickering, Ontario. To begin with, Mr. Richardson had a fine training in the drug business in Pittsburg, U.S.A., but preferred life in his native village. However, the neatness and despatch so imperative in a drug store were the best of good features to introduce into the grocery business.

He determined to begin in a small way, and first of all took counsel with one of the best wholesale houses in Toronto as to the quantity of goods to buy. He made it his own resolve to purchase nothing but the best and to rest his future on dealing in the best of staple groceries. He would have nothing to do with any second-grade article. Many of his own relatives were farmers and he well understood that the farmers with money insist on having the best of groceries. Further, he purchased only the quantity that he was sure he could dispose of within one month.

He made up his mind to use the telephone up to the limit. He mapped out a division of the territory, found out the telephone addresses of the various localities, interviewed his prospective customers and secured their goodwill to call them up once a week at least. This method has been followed up persistently, with the result that his sales have increased every month since he started business. The orders for each route are secured the day previous to the delivery of the goods. On the day of delivery of the goods he purchases the farmers' poultry and dairy produce. The farmers appreciate this service, and every month they are increasing his business. All local deliveries are made punctually. No order is delayed in the delivery.

His business is on a careful basis. He pays his own bills on the cash principle and finds that the class of customers he cares to cater to are willing to pay as they do business. Loss and worry are saved by this method.

The utmost pains are taken to keep the store and goods in spotless condition. Cans and all goods in parcels are dusted regularly. The cheese is kept in a cheese cabinet provided with special facilities for cutting to the exact weight ordered, and so arranged that the cheese is never touched by the clerk's hands. Meat is kept in a special cabinet so that it is always clean and free from dust of any kind. The coal oil is kept in a self-measuring tank and is so handled that the clerk's hands cannot possibly come into contact with it—a very considerable item when there is a rush hour and groceries must be handled.

Near Pickering there are a number of wealthy people who are keen to have their tables furnished with the best of staples but who are also appreciative of luxuries. They made inquiries for these dainties and were told that they could be had promptly through this store. These orders are attended to with despatch and customers have found that they do not gain anything either in the way of service or in quality of goods by applying to the city merchants. They are delighted, moreover, to have their local merchant relieve them of shopping that they would otherwise find irksome and often unsatisfactory.

The rule of the store is that no order must be delayed, no customer must be kept waiting. Without being aggressive, trade is gone after, as the day seems to be past when a merchant can afford to wait for customers to come his way. Here is an example of a grocer in a small town, who has made good by specializing on groceries alone. There is no effort to win by offering goods that are inferior in quality on the plea that they are low in price.

Goods are kept where they can be seen. The windows are dressed attractively every week at least, and special features are thus given prominence. Silent salesmen are in use where new goods are offered or when any special offering is to the fore. There is no effort to cut rates, but each customer is given the best service possible.

Is there not a suggestion in this merchant's experience for specializing on the part of more village and rural merchants? It will mean a larger volume of trade for the village, less rivalry and less likelihood of ill-feeling among the trade, and in the end, more money for the individual business man.

Causes and Remedies of Many Fruit Losses

Buying a Little Short of Anticipated Sales One of the Greatest Preventives — Why Bananas Are More Difficult to Handle in Winter Than in Summer—Suggestions on Caring for Oranges, Lemons and Pineapples.

FRUIT handling both in winter and summer with a minimum loss is a problem in which many dealers are interested, judging from the number of inquiries Canadian Grocer has recently received. In a letter from one merchant is found the following:

Re Fruit.—Bananas for example have arrived past few months in such bruised condition that we have probably stood loss on every bunch sold from November to end of April. Now fruit can be shipped green which would avoid that loss. The same loss is often true of tomatoes, pineapples, etc.

One traveler who has a record of over 30 years with one firm and who is among the most successful in his line says he believes that if the average grocer kept track of his profits and losses for a year on fruit he would actually find he lost money.

We believe on Canadian basket fruit we net a nice profit but we very much doubt the possibility of a net profit on foreign fruits and early vegetables in the average Canadian town away from the wholesale centers owing to shrinkage.

Except when fruit is at its very best in very few cases will it figure out near what the number on case calls for, of good fruit.

Another difficulty arises from the fact that sometimes a dealer in the same line of business in a town fails to consider shrinkage at all in figuring his selling price.

Seasons Change Banana Problem.

On the face of it the banana problem seems an easy one to solve. The skin is so thick one sometimes falls into the error that it is immune from the difficulties that beset less tender fruits. But there is science in handling the banana, and it must be given careful attention else it will show a loss like the majority of more tender-looking fruits.

It will be noted from the correspondent's letter above that more trouble is occasioned by the banana during the cold months than in late spring and summer. The reason is this: From November to April forced ripening has to be resorted to by the wholesale fruit dealer. The bananas are shipped green from countries of growth in cool surroundings, and kept comparatively cool, but not too cold. Wholesale houses who receive them have facilities for ripening—gas stoves are used in majority of cases—whereas the average retailer has not, and, therefore, during the winter months the latter must purchase them ready for sale, otherwise there would be a danger of the fruit not ripening.

Another drawback to retailers buying green in winter—and probably the greater one of the two—is that there is a danger of the bananas getting chilled before they are ripe.

"They should never be allowed to remain in a temperature when green under 55° Fahr.," remarked a wholesale fruiterer to the writer. "Once a bunch of green bananas or even partially green is chilled through, the fruit will never ripen."

In such a case the bananas are, of ecurse, altogether unsalable. These, therefore, are the chief reasons why the wholesaler does not send out green bananas in the cold weather.

"Even a cool draft is not good for bananas," was the opinion of an importer. "That's why I think bunches of bananas should not be hung outside. If there are any green fruit in them the chances are they will never ripen, and that means a loss.

"Anyway," he added, "dust is not good for bananas. Together with the wind it tends to shrivel up the fruit, and the quality is thus depreciated."

During the summer months this difficulty is not experienced since this fruit can be brought in by the retailer in a comparatively green condition and ripened in the store.

Blames Express Companies.

Bruised fruit, one wholesaler stated, was not the fault of the shipper, but rather that of the express companies. Every responsible wholesaler, he maintained, was anxious to see the fruit reach the retailer in as good condition as possible, and, therefore, he saw it leave his premises in good shape. The express companies were the parties to blame in such a case.

There are still the questions of buying and shrinkage to consider.

Buy Conservatively.

"Care should be exercised," one man claimed, "to see that stocks ordered were a little under rather than a little over the anticipated sale. 'Buying' is where the dealer should make most of his money on fruit of all kinds.

"If this rule is followed fruit would mean a substantial profit to more dealers. Of course, where a merchant is located a considerable distance from a wholesale center he hasn't the same opportunity as the man who can obtain his supply of bananas every day by means of the telephone. But he shouldn't overbuy.

"Then take shrinkage. Many a grocer who gets in a shipment of good, sound fruit figures that he can sell at a small profit because he can dispose of it all. This is true of wholesalers as well as retailers. They forget about the loss on the last shipment or the possible loss on the next.

Overlook Shrinkage and Loss Results.

"The writer of that letter touches a vital point in the last paragraph. Some dealers fail to consider shrinkage, and the result is a few spoiled bananas in a bunch or a spoiled pine apple or two turns what should have been a profit into a loss. It seems to me that if a retailer who bought a bunch of bananas at, say, $3.25, added on 25c for shrinkage, making the invoice cost actually $3.50, he would come out ahead more frequently."

Ripe Pineapple Decays Quickly.

There is just one point, apart from the above general suggestions, on which care should be taken with pineapples. As soon as this fruit has reached the actually ripe stage, it begins to deteriorate. The necessity, therefore, of selling off pines when mature is plain. If a few spots are allowed to appear on the fruit, it is difficult to sell.

When pineapples have reached a certain point, they should be disposed of even at some sacrifice. Of course, the careful buyer sees that he orders no more than he can sell to his customers at a fair profit.

The Orange Has Its Season.

Each variety of orange has its own particular season, the length of that season, the length of that season depending on the size of the crop. A Navel or Florida orange out of season deteriorates rapidly. Just at the present time, for instance, the Navel season is passing, and this orange will not 'hold up' as long as it would a month ago. The California Valencia is coming in to replace it.

Buying of a certain orange should, therefore, be watched more closely just at the end of its season, and until after a new one has begun The tissue paper covers should, too, be left on the

(Continued on Page 47.)

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MAY EXTEND PARCEL POST SYSTEM.

THE POSTMASTER-GENERAL recently made the statement in the House of Commons that he believed the parcel post system would not be complete until parcels are collected. The Post Office Department is considering whether or not it would be feasible to undertake the collection of parcels in cities where there is a mail delivery service. The Postmaster-General said that on the rural free mail delivery routes of Canada there were practically 100,000 boxes, of which 73,177 were in Ontario.

He further asserted that the recently-established service was proving a success, and was steadily growing in spite of an organized campaign against it.

It would be interesting to know just what this alleged campaign really is. There is certainly no campaign behind which is the Retail Merchants' Association. This body maintains that so long as parcel post is self-sustaining, and in its present form, it is quite acceptable; but the moment the people who are not getting the benefits from it have to help sustain it, then there will be opposition. This is nothing but fair.

There is one point, however, that should be brought to the attention of those ardent advocates of the new system prior to its passing. They all predicted what a boon it would be to consumer and producer, who would be able to buy and sell through his majesty's mail. Although the writer has made many inquiries among consumers, he has not yet found one in a town or city who has purchased a single foodstuff from the country by parcel post. This is evidently a case where "theory" was again kicked head over heels. The chief benefit has gone to the mail order houses who are all making good use of it; yet so long as it is self-sustaining, the merchants will not oppose it.

A HANDICAP TO THE RETAILER.

WHOLESALERS SELLING OVER the heads of the retailer to the acknowledged consumer, is one of the obstacles retailers have to meet in making greater progress. In a letter to Canadian Grocer a reader asks that this question be taken up in a way that would "appeal to the honor and fairness of the wholesale merchant." In fact within the past month many letters have arrived calling attention to this problem.

On the surface at any rate, there seems no good reason why any wholesaler in good standing and who is anxious to get business from the retail trade, should sell to the consuming public outside at least of the large hotels and one or two other heavy buying concerns. Many there are who contend that only legitimate "retailers" should be supplied. But it seems beyond controversy that the wholesale dealer has no right to sell goods to small boarding houses in cities and summer resorts and even to individual families, and at the same time to expect the business of the dealer to whom this trade should naturally belong.

There are some wholesale travelers—and of course with the sanction of their houses—who will sell cottagers and small boarding houses in districts where they fail to get an order from any of the retailers. This is a picayune policy and one that should be discouraged by every wholesaler.

If the retailer is absolutely necessary for the maintenance of the wholesaler, then it is to the interests of the wholesaler to turn as much business his way as possible. It is also obligatory for retailers who are given an opportunity, to go after all the trade in their districts in a business-like way and not be forever attempting to put one another out of business by price-cutting and petty tricks.

A VACATION PROBLEM.

"WE WOULD LIKE TO give our clerks holidays," writes a retail firm; "How can we do it without our trade suffering, as July and August are the busiest months in our year?"

It is refreshing to note that at least here is one dealer who is not afraid of the alleged summer slump myth and who finds the mid-summer months the best of the year. Regarding his question, a number of solutions could, no doubt, be offered, but it may be that they would not for some reason or other be adopted. Nevertheless it will do no harm to try.

Because July and August are busy months, is it to be assumed that the entire time of the clerks will be required? If so, then this firm can only arrange for holidays for the staff during other months of the year. June weather is usually good for a vacation and one clerk at least might be given his holidays then. If too late this year, it might be an arrangement for next. The clerk who likes fishing or boating might go in June.

There is no better month than September for a holiday.

If one of the clerks is fond of duck and partridge hunting, September should be the month for his week or fortnight vacation. The Canadian National Exhibition is always concluded in September and if a clerk would enjoy a trip there and could afford it, there would be an extra inducement for him to take an early September holiday. September is also a splendid outing and camping month. October and November are months when a hunting trip is really most enjoyed and if one is fond of following the bigger game, he can easily find a holiday in them to his liking.

In arranging holidays for the staff, care should of course be exercised to see that no two clerks whose work is connected in any way would be away at once. Before leaving on a holiday there are many things a clerk can do to help out the staff in his absence. For instance, sugar could be put up in all sized packages as well as other goods sold in bulk. The goods on the shelves could be rearranged so that less motion would be lost in serving customers. A window display could be made for the following week and the warehouse put in order.

Suggestions from others on this question would be appreciated.

RESULTS OF FLOUR ANALYSIS.

ONE HUNDRED AND THIRTY-NINE samples of flour collected in September and October of last year have gone under the microscopic eye and the chemical analysis of the Inland Revenue Department. Prof. A. McGill who has charge of the laboratory of this department refers particularly in his report of the analysis to the moisture content of these samples.

The department has received, he says, many complaints of the ready spoilage of flour. Standards for flour fix 13.5 per cent. as a maximum amount of moisture and out of the 139 samples only one showed an excess. Twelve samples enclosed so that they could not lose moisture in transit or while in storage with the department, showed an average of 12.92% moisture, three of them going as high as 13%. The 13.5%, Mr. McGill thinks, is undesirably high and particularly for shipment in hot weather or to tropical climes.

Ash is fixed at 1% as a maximum by our standards. Four samples show excess. Two of these were whole wheat flours, and should have been sold as such. The ash is not excessive for this class of flour. The other two contained added phosphates, and one of them appeared to contain alum. These are so-called self-raising flours.

Two samples show organic nitrogen very slightly below the minimum fixed by standard, viz: 1.25%.

Flours, declares the chief analyst, showing as much as two parts per million of nitrite-reacting nitrogen are probably bleached by the use of oxides of nitrogen. Seven samples fell into this class.

When more than two parts nitrite nitrogen per million is found, this is held to be proof of bleaching. Three samples of this collection were to be regarded as bleached. Such samples should have been sold not as "Flour," but as "Bleached Flour," he states.

An extended investigation of bleached flours was made in 1910, and the results published as Bulletin No. 206. Canada has no legislation prohibiting the bleaching of flour; but bleached flour is defined by Order in Council of 29th October, 1910; and it is therefore illegal to sell a bleached flour under any other name.

There was nothing to justify declaration of adulteration in any case.

The Fruit Outlook

STRAWBERRIES WILL be nothing more than a fair crop in Ontario this year. While in some parts of the Niagara Peninsula the crop looks particularly good, the acreage is comparatively small. Then between Oakville and Clarkson, which district is noted for its strawberries, the yield will not be large. This is due to so many of the plants having been winter killed by frost. Up to the time of going to press there has been no rain during the past week, and, while the weather has not been hot, continued drought will tend to ripen the berries prematurely and cause a short season in districts where now the yield looks good. One report was received to the effect that around Clarkson some fields had been plowed up for other crops. Also in Eastern Ontario the crop is not promising on account of winter injury. In the Maritime Provinces frost in the first week in June annihiliated many fields. A good crop, however, will be harvested in British Columbia.

Manufacturers of strawberry jams are buying rather heavily in the United States market. Carload lots have been arriving lately into the Hamilton district. As a general rule, however, strawberries will be high in price this year.

There is little encouraging news of the peach outlook. One report says that around Leamington the yield is good and will average 75,000 baskets. Even this, however, is merely a drop in the bucket when last year's entire yield is considered. But in the Niagara district, while there will be some peaches harvested, there will not be many. Some of the early varieties, such as the Triumph and the Yellow St. John, are not quite so bad as the others. One Niagara-on-the-Lake grower told Canadian Grocer he didn't think there would be 5,000 baskets in the Niagara townships. The Michigan peach crop is, however, from fair to good.

As first reported, the apple crop promises well and particularly in cases where orchards have been carefully sprayed and attended to.

Sour cherries are considered to be in first class shape, but prospects for the sweet or English varieties are not bright. Nova Scotia expects a full crop and in the Kootenay Valley in British Columbia prospects are excellent.

Raspberries will be at least a fair crop and with favorable weather the yield will be good. Black Caps and Lawtonberries were, however, in the Niagara district badly winter-killed, and short crops are anticipated.

Everything looks good for grapes. From fair to good and even better is the outlook.

Plums and currants are also showing up splendidly.

With regard to tomatoes, many anticipate a large yield. The failure of the peach crop has turned many a fruit grower to tomatoes, with the hope that the failure of the peaches would be overcome. This will tend to a heavy yield of tomatoes, and if so, prices will be low and not much money will be made.

EDITORIAL NOTES.

THE BEST METHOD of collecting bad debts is not to make them in the first place.

* * *

AS HENRY JOHNSON Jr. aptly puts it, the dealer should ask himself whether he has any good reason for extending credit, and not whether he has a reason for refusing it.

Actual Credit Losses Dealt With

Three Cases Where a Dealer Lost Money by no Apparent Fault of His Own—System for Knowing Cash Customer's Rating Before He Asks for Credit.

By Henry Johnson, Jr.

——— Sask., May 25, 1914.

Canadian Grocer: -

Sir:—I take great interest in Henry Johnson's articles in your paper. And if he will, I should like him to state how he would have handled these cases.

Case No. 1:—A customer had been dealing with me all summer and paying cash for his purchases. I had looked him up and he was rated as good pay. Along in the fall at threshing time he asked for credit, until he could collect his threshing bills. (He ran a threshing outfit). The pay came in very slowly but I had to make allowance for that, and by the middle of December he was square on the books. A few days before Christmas his wife came in and wanted some Christmas goods and would pay in two weeks' time sure. Well, I haven't got pay for those goods yet. He moved away to a different town, and I sent him a sight draft for the amount of the bill, and the draft was returned indorsed on the back, "account not correct." I wrote him a friendly letter asking him to state where the bill was incorrect, but no answer.

Case No. 2:—A family had been dealing with me for about three months and paying cash for their goods. The father was off in the woods at work and sending money home to his family. Along toward spring the usual cheque was not forthcoming, and the member of the family that did the shopping explained by saying his father was coming home in about a week, and would I let them have a few goods until his return? I considered I had no good reason for refusing. If I had and they had went somewhere else, the usual questions would have been asked. Where have you been trading? Why would he not trust you for such a short time? It would have looked bad for me in such a case to refuse credit for such a short time especially where little children might suffer. Well, they got the goods. The father came home and they made more purchases and paid the cash saying that father would be over in a day or two and settle up. I noticed in making out their bill that they had bought about three times as much as they did when they paid the cash. The day or two passed and he didn't show up. The next time they came in I made inquiries about him. "Father had gone to another town to work but he would be home Saturday." Saturday I made it my business to look him up. "Times were rather dull just now, he had a job and he would be through by Wednesday." He appreciated my kindness in letting his family have the goods, and would be over on Thursday and square up. Thursday came, but he didn't. I went over to see him, but he had moved away on the Wednesday to a town about 18 miles distant, so the neighbors thought.

Case No. 3:- A couple of ladies had been trading with me casually for about three or four months, and then they quit. And I thought I had lost them. Finally they dropped in when I happened to be alone. They greeted me in a very pleasant manner. It was almost as though they had met a long lost friend. I did think they were rather effusive with their greetings. They examined my goods and inquired the prices, and commented quite favorably in regard to both quality and price. I expect we all like to have our wares spoken well of. Then one began to order some goods. I noticed as I would wrap them up, the other one would carry them out to their buggy. But I was alone, and I thought that might be the reason. They got about ten dollars' worth. And then they asked me to be kind enough to trust them for about ten days or two weeks. I had trusted them before for a few days and they had paid. Besides they had the goods; and it wouldn't have been a very gallant act on my part to have taken the goods out of their buggy and carry them back into the store. So I simply had to say certainly. In about two days my birds had flown.

Now Brother Johnson, you have had more experience than I have; kindly tell us how you would have handled those cases. O. P. C.

* * *

A Somewhat Similar Experience.

To be perfectly frank with O. P. C., I cannot say that I should have handled these cases in any way other than he did. It is very easy to employ our universally-owned faculty of "hindsight" on these affairs and thereby to discuss, learnedly enough, just what we should have done; but that would hardly be useful. Best we can any of us do is try to gather useful experience for guidance in the future.

The first is not very unlike one of my recent experiences. It was with a customer who came to me rated OK by our local investigating bureau.

He was a real estate and patent-right man, so far as I could learn, who had always done well in his business. His family lived well, even extravagantly as it turned out, but his bill was invariably paid each month, very promptly and in full; so I felt happy in the possession of a valuable account. But there came a time when it was NOT paid and that happened not only when he owed the usual $65 or $70 but also when he had gone into the promotion of a patent of which I did not think very much. The bill ran to $130 when he turned over to me a note for some $225 out of which I was to pay sundry things and take out $100 to apply on his bill. The account might have become much worse had I handled it alone, but one, in my absence, our bookkeeper became alarmed and shut it off—and that saved us most of the loss. We collected $90 net to apply on our bill and now have a claim of forty odd dollars against his bankrupt estate. We all get stung occasionally even if very watchful and systematic. I say that because we at Johnson's are truly very systematic and my system will perhaps furnish O. P. C. with suggestions valuable for the future.

Advance Credit Information.

We might not have got stuck on O. P. C.'s second case because of our method, because it is our habit now to look up everybody who begins to trade with us BEFORE they ask for credit. Had this second man—No. 2—begun trading with us and paying cash, we should have set our credit bureau at work to look him up. He could not have obtained more than one or two bills of goods until we had his record down pat. Long before the three months mentioned, we should have had his history. I say merely that we MIGHT have avoided that loss, not that we surely would have done so, because this was in the nature of a **deterioration** in the customer—something that I suppose will happen to some in any event. It is an open question whether investigation could have protected O. P. C. against loss in this case; but it might have done it, provided O. P. C. had acted on the results of that investigation.

The same applies to the last case. Investigation carried on while those ladies were paying cash for casual purchases very probably would have shown them to be strangers in town; or people who had left a former location under a cloud. Then O. P. C. would have been enabled to be "ungallant" without compunction.

Mistaken Point of View.

But, though I do think that none of these cases shows O. P. C. to be in any degree careless or lacking in usual caution, perhaps some suggestions may help.

First, there is the very usual mistaken viewpoint indicated in Case No. 2: "I considered that I had no good reason for refusing." We should get out of the habit of looking at it that way. We should ask ourselves whether we have any good reason for complying with such request. Had he asked for satisfactory references first he would have lost the sale, maybe; but events show that he would be better off now.

Second, the remark that "little children might suffer" indicates a view highly creditable to the HEART of the grocer and wonderfully common with us who deal in the necessaries of life; but again it is a mistaken view. We are business men in our stores and should and must keep our charitable tendencies separated from our business. As a business man we are obligated to GET THE MONEY. Peculiarly, too, the man who does see to it that he gets the money as a business man is actually the one who later on can and often does become the greater charitable giver. The two activities are properly kept separate and must not be mixed.

Personal Credit Abuses.

I suppose that so long as goods are sold on personal credit—that is so long as goods are passed out purely on the individual character of the buyers—and no financial responsibility is made a condition precedent to the obtaining of credit, there will be losses, and the best we can do is minimize such losses by care and watchfulness. It is my opinion, however, that it is becoming more and more the custom to investigate responsibility, record, etc., and that consumers are recognizing our right to proper information. I know that is my experience.

Thus, while I cannot say that I should not have fallen victim to all of those people, I can say that I am following investigation more generally and frankly every day I do business. There must be some virtue in it, too, because I regard my credit business as very valuable to-day and I also feel as little anxiety about my investment in accounts as about the investment in groceries. Also, notwithstanding the fact that between 50% and 60% of my sales are credit sales, I am sometimes surprised to be reminded that Johnson's is supposed to be a cash store. Many people who have traded with me for years never think of asking for credit.

Prevents Bad Accounts.

We are fortunate in having a Business Men's Association of which all lines are members. The principal business of that Association is the protection of credits. This protection, also, takes the form of PREVENTION rather than cure. We have formed the invaluable habit of asking for information and the not less valuable habit of FREELY GIVING the same kind of information. Every day or two I am called to the phone to tell the central office whether I have "ever had any dealings with Soanso and what my experience has been."

The collection of RELIABLE INFORMATION and the dissemination thereof among dealers who USE IT by ACTING ON IT is, in my opinion, the one great safeguard against losses of this character.

How Other Grocers Do Things

COUNTS THE CASH ONLY.

Donald McLean, a Roncesvalles Ave., Toronto, grocer, figures out the business he does day by day, each week, month and year on a cash basis. That is, he only counts the total amount of actual cash taken in direct for goods and on account. If he said, for instance, he did $1,000 worth of business in a certain week, that would mean he took in that amount of actual cash both on account and for goods sold for cash. He claims that in this way he is always "better off" than his figures show, since the books are always worth almost the amount of money indicated on them.

TAKE ORDERS DURING THE NIGHT

The Hudson's Bay Co., Edmonton, Alta., have adopted an interesting method of securing night business. A special operator is retained in the store between the hours of six and midnight for the purpose of taking down telephone orders. The interesting point, however, is that customers' requirements must be confined to certain lines advertised in that night's evening newspapers. These are known as phone specials, and are sent out by the first delivery the following morning. Phone specials are run every night with the exception of Saturday, when the store is open until 10 p.m. Business resulting from this averages $50 a night. It is claimed to be good business, as it only costs two per cent. to run. Only one girl is required to take down orders, and these keep four men busy the following morning, who would otherwise probably not be doing very much. Of course, this system can only be operated to advantage in a large store.

GETTING BETTER EVERY WEEK.

The Canadian Grocer,

Dear Sirs,—Enclosed find a postal note for $2 to cover my subscription to The Grocer to Feb. 6, 1915, as per notice enclosed.

I want to congratulate you on the steady improvement of your copy from week to week. It is certainly a good, live issue and a paper that I could not do a grocery business without, as I have been a subscriber for nearly 20 years, and will be as long as I am in the business.

Wishing you every success, I remain,

Yours truly,

J. W. DYER & SONS.

Chatham, Ont., May 19, 1914.

SCRAP BOOK FOR ADVERTISEMENTS.

H. Malcolmson, grocer, Chatham, Ont., who has always given close and careful attention to his newspaper advertising, has for a long time made use of a scrap book in which are pasted the various advertisements of the store, published from time to time in the local press.

The record afforded by the scrap book is helpful in various ways. For one thing, it prevents unnecessary duplication. Then, a glance through the book will often afford the necessary hint from which to work up another day's "advertising copy." Often the most difficult part of ad-writing is getting the basic idea for an advertisement. Once the keynote is struck, so to speak, it is a comparatively easy matter to turn the idea into words.

It takes but a few minutes each day to clip the advertisements and paste them into the scrap book, and the resulting record is a valuable guide in future advertisement writing.

COFFEE SALES BOOSTED.

A dealer, through his salesman, sold 1,700 lbs. of coffee in ten days by means of a contest.

He has some twenty or so employees in one store and about seventeen in another. There are ten principal salesmen in each store. In order to stir up rivalry among them, he lately called these ten principal salesmen of each store a team and offered a prize of $10 to the team which would sell the largest number of pounds of coffee within a period of ten days.

The plan was a great success, the amount sold by the twenty men in the ten days being 1,700 pounds.

An interesting phase of the sale was that the coffee was in all cases disposed of at the store's regular prices without the offering of any premium or other inducements.

In many cases orders were secured from parties who had been buying their coffee elsewhere, and a steady increase in coffee sales followed the ten-day extra effort.

The boys, in many instances, had only to tell persons whom they knew that a contest was on in order to make sales. The interest in salesmanship was well stimulated, and, while this dealer hasn't built up his large business without strong selling efforts and good advertising, there will be still more doing in his store from now on.

AN AGGRESSIVE MERCHANT.

The MacLean Publishing Co.,

Gentlemen,—When does my subscription to The Canadian Grocer expire? I do not wish to let it run out.

You will, no doubt, have heard that our town got practically wiped out by fire on the 18th. Monday there were eight places of business, now there is one, but we anticipate building up again. I got wiped out myself, along with others, with a loss of $8,000, but have been rushing things and have a new place almost completed, and will be in to it next week.

E. B. GAYLER.

Portage du Fort, Que., May 20, 1914.

Jas. Osborne & Son, Hamilton, Ont., push the sale of a certain brand of matches by showing an open 5-cent box on the counter. A few of the matches stand up so that the strength of the stem can be easily seen.

* * *

Henderson's Grocery, Kingston, Ont., make a feature of interior display by building great mountain ranges of canned and package goods on the floor opposite the main counter.

* * *

The Paquet Co., of Quebec, P.Q., have a sample room with chairs where women can sit and give their grocery orders.

MARKET REPORTS A BOON TO BUYERS.

The MacLean Publishing Co.—We certainly appreciate Canadian Grocer. I have found it very helpful in my business: then the quotations of markets are reliable and by a perusal of the paper we are aware of the ups and downs in the markets which is certainly a boon to buyers. Please find my subscription inclosed as per notice.

Little Current, Ont., May 30, 1914.

W. D. RITCHIE.

Some Information About Hams and Shoulders

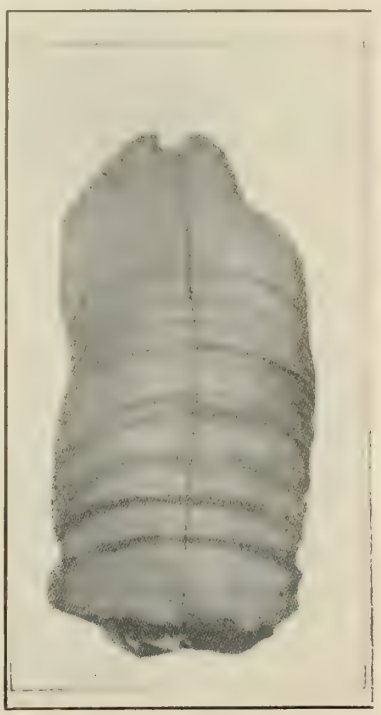
Showing How Cuts Are Made and Qualities Graded According to Weight—The Difference Between the Regular and so-called Shoulder or "Pic-nic" Hams—Grocer Should Cut Hams of Good Weight Rather Than Small Ones.

Ninth Article of Series on Provisions.

Shoulder hams, showing the rough shoulder in the centre, the picnic ham and the Boston butt which goes to the trade cooked as the cottage roll.

When there are hams and other hams — regular hams, picnic hams, Boston hams, etc. — which when cooked, boned and rolled seem much the same (except in price) the grocer who handles provisions might almost be excused for propounding the minstrel show question; "Why is a ham?"

The cuts which accompany this article will go a long way towards explaining the difference between hams which are "hams" and picnics and Bostons which are no longer "hams," but which are not necessarily described as shoulders which they really are. So far as the ordinary trade is concerned, and so far as the ordinary taste is involved, there is very little difference in the finished product. In the hot weather, when the demand for cooked meats usually runs up the price of hams, largely for the reason that there are only two on a hog, the provision dealer can do a good business among customers anxious to cut down cost of living, in the shoulder hams at much lower figures and with just as good a margin of profit. He is no longer allowed to sell them as hams but with many of his customers an explanation of the difference in the cut, coupled with the difference in the price, will lead to business and general satisfaction.



Ham which has been pickled, boned, rolled and boiled for the retail trade.

Generally speaking, hams to the trade represent "short cut hams." They are made from comparatively plump fat carcasses, trimmed short and round at the butt and the shank cut off at the hock joint. The difference in quality and the difference in price is the result of the grading of the animals, and the cuts shown indicate how the selections are made. The preferred cuts are also given the preference in treatment and the product is of a finer quality as a result.

Why Hogs are Graded.

Packers' hogs will run all the way from 70 pounds to four hundred and from this it will be appreciated that the grading of the carcasses is important and bears a direct relation to the products. The high grade bacon carcasses are from 125 to 145 pounds with 140 as the packers' ideal, although for hams heavier hogs are also good—up to 200 pounds. The better hams are handled in lots of uniform weight so as to get evenness in the curing and as a usual thing go to the trade either smoked or boiled.

The ideal ham is twelve to fourteen pounds, but sixteen pounds is also con-

Showing hams of first, second and third selection, and one skinned (on the left). A comparison will give some indication of how the selection is made.

sidered a good ham. However, it would not be amiss to advise the provision dealer, particularly when he is a grocer, to handle the ham from 16 to 20 pounds when he can get uniform quality. The reason is that there is less waste, naturally, on the larger ham in proportion to the gross weight.

First brand hams are selected for thickness and firmness of lean meat, plump, well-rounded shape, solid, white fat of medium thickness; smooth, soft skin; bright color, small shank and absence of bruises. Second brand hams are deficient in one or more of the points mentioned but must be reasonably good in general quality; many of them are a little too fat for the first brand. The third grade covers thin light hams and others lacking in shape and quality, also hams which have been bruised.

A good proportion, as high as 25 per cent., of the hams are skinned and prepared as smoked, sweet-pickled and cooked meats. The fat is trimmed off with a sharp curved knife to within half an inch of the lean. Generally speaking these are the heavier hams or those which have been bruised and are strong with the restaurant trade.

Boneless rolled hams usually go to the trade as boiled meat. They are made from the short cut by lifting the skin, removing the surplus fat and the bone and pressing or tying in the form of a roll as shown by one of the accompanying cuts.

The Shoulder "Hams."

The shoulder from the prime carcass will provide several choice cuts which are treated much the same as the hams. The shoulder is usually cut between the first and second rib with the jowl trimmed off square.

The picnic ham, now known simply as "the picnic" on account of government regulations, is cut two and a half ribs wide with the shank cut off above the knee joint, trimmed as full on the face as possible and well rounded at the butt in the shape of a ham. They usually average about twelve pounds, and are sold as sweet pickled, smoked and boiled meats; the lighter cuts are sometimes known as Boston shoulders or hams. Skinned picnics are usually made from heavier shoulders and are sold as boiled meats.

Some shoulders are prepared by lifting the skin and removing a portion of the fat and are then rolled and tied as are the rolled hams, being sold as boiled meats.

The top pieces cut from heavy shoulders in the making of the picincs are known as Boston butts and when cooked and rolled get the name of Cottage Rolls, being prepared in the same manner as the cooked hams. There are a number of other butts and plates but they are not usually known to the provision trade individually and except from the prime animals usually go through as pickled pork.

Preparation of Hams.

Hams are usually sweet pickled, the treatment taking from 60 to 90 days and the hams going through in batches of uniform size to give even curing. The bulk of these pickled, or sugar cured hams are smoked before they go to the trade and with the picnics and other shoulder cuts which are similarly cured are often boiled, after being boned and rolled.

The next article of the series will deal with bacons.

CATALOGUES AND BOOKLETS.

The catalogue of the Grocers' Engineering & Whitmee, Ltd., London, S. E., Eng., has come to hand. This is a book of more than a hundred pages illustrating and describing all kinds of machinery for the manufacture and preparation of foodstuffs of every kind such as roasting and grinding coffee, tea blending machinery, almond blanchers, mixing machines, elevating machinery, etc. The half-tone engravings are particularly clear.

Did you ever stop to think that a coat of paint on that old delivery wagon would make your goods seem more attractive? Just try it and see.

Co-operation Among Corner Grocers

Winnipeg Firms Who Work With One Another Amicably—Obviate Necessity of "Loading Up" in Light Selling Lines—A Change From the Past

Winnipeg, Man.—Where there are two or three corner groceries gathered together in a limited area, the competition is often so keen as to be unhealthy for them all. The day when one grocer took undue advantage of his fellow-tradesman has passed since the advent of the retail association, and now we find competitors working together in a sensible, amicable manner. There have been grocers, and there are no doubt some to-day, who would call up the man on the next corner, to find out at what price he was selling butter, and having learned, would at once gauge his price so as to beat him.

Gelatine for Baking Powder.

A representative of this paper called on a typical corner grocer in Winnipeg the other day, and while he was there, a grocer's clerk attired in apron, entered, carrying in his hands a packet of baking powder. He handed this to the proprietor, and asked for ten cents' worth of gelatine. The latter put the baking powder in to his shelves, and handed out the gelatine.

After the clerk had departed, he explained that three of the grocers in that locality worked together in this manner. They were able to do this because they knew and trusted one another, and were anxious to work together, believing that it was in the interests of them all. Other grocers, who are figuratively cutting one another's throats, will be interested to know that this system is practicable and advantageous.

It helps them to avoid "loading up," as would be the case if they were not working together, and still to sell the same amount of goods, so that the system does not hurt the wholesaler. The exchange is always on an even basis, and is usually in staples.

As one of them explained to Canadian Grocer, they cannot be running to the wholesaler for every little thing they happen to run out of, and it is impossible for them all to keep large stocks. If one grocer has an inquiry for a bag of flour, of a brand, he does not happen to carry, he immediately sends over to his competitor on the next corner, and in exchange gives him a bag of the flour he carries.

They also do a little borrowing on certain lines. They are each quite willing to lend the other a dozen packages of a cereal when they have run short. Another way in which this co-operation helps is in regard to dead-beats. When a grocer comes across a customer who is carrying on this practice, he immediately calls up his fellows, and warns them. It happened the other day that the competitor on the next corner actually had an order on his counter for a dead-beat, and was able to catch it in time.

The Opposite Variety.

Of course there are grocers who are so grouchy, it would be impossible to work this system. They would be willing to take advantage of it, but would find fault as soon as they found clerks from the other stores coming for similar favors. They would also find fault with the basis of exchange.

The grocers referred to above who are operating this system successfully, are Chas. B. Booth, Sherbrooke St.; Wight and Stevens, Maryland and Preston, and The Sherbrooke Grocery, cor. Sherbrooke and Preston, Winnipeg, Man.

THE CLERKS' DEPARTMENT

GIVE THE BILL'S DENOMINATION.

When receiving a bill from a customer who is paying for goods, it is always good policy to name the denomination before going to the cash register for change. If it is a "one," say so in the hearing of the customer; if a "two," say so, a " five," a " ten," etc. If on returning with the change the customer should say she gave you a two-dollar bill when you were sure it was only a one, and you had only change for a one, you either have to lose a dollar or get into an unpleasant argument which may result in the loss of a customer. Therefore, it is advisable to name the denomination of the bill at all times.

QUESTIONS THAT DO NOT SELL.

A good grocery salesman will never use these expressions in trying to induce a customer to purchase goods over and above his or her actual demands:—

"Is that all?"

"Nothing else?"

"Anything else?"

"You wouldn't want any canned goods to-day?"

The natural answer to the first question is, "Yes, that will be all," and to the second and last, "No," while the third question is not very persuasive. It sometimes may cause a customer to think a moment, but it offers no suggestion. A clerk should never ask a negative question if he is anxious to make another sale. He should rather suggest some particular article and give a definite reason to the customer why she should purchase it. That's the kind of salesmanship that counts.

IN PLACE OF SHOW CARDS.

The use of "window streamers" in place of ordinary show cards is becoming more general among merchants in Sarnia, Ont., who aim to secure the utmost possible advantage from their show windows.

The "window streamer" is a long, narrow slip of paper, usually 3 x 24 inches, which, instead of being placed with the goods, is pasted up inside the window. White paper with lettering in blue and prices in red, or vice versa, appears to form the most popular color combination, though black and white and other colors can be used effectively.

An ordinary window will furnish space for a dozen or more of these streamers, and that without interfering to any great extent with the window display proper. The vogue of the streamer appears to have started with the confectionery and soda fountain people, but it seems to be especially adaptable to fresh fruits and vegetables in connection with the grocery trade.

Never say " Yes, lady," " No, lady," or " Lady, is there anyone waiting on you?" " Madam " is the correct word in each case if you do not know the customer's name.

I'd rather be a Could Be
If I could not be an Are;
For a Could Be is a May Be,
With a chance of touching par.
I'd rather be a Has Been
Than a Might Have Been, by far;
For a Might Have Been has never been,
But a Has was once an Are.

OBSERVATIONS OF THE CUB REPORTER.

Don't follow the ruts worn ragged by dead men's brains.

* * *

No man can serve two masters—you must choose between order-taking and salesmanship.

Grocers' Letter Box

Editor, Canadian Grocer:—Kindly furnish me with name of party that import the blue willow table ware, and oblige. O. P.

Pine Coulee, Sask.

Editor's Note.—Nerlich & Co., Front Street W., Toronto, import this in both semi-porcelain and china, dark and light blue.

GOOD TIPS EVERY WEEK.

Canadian Grocer,

Dear Sirs,—Inclosed cheque is for my subscription to the Canadian Grocer for year ending May 29, 1914. There are some good tips every week that could not be obtained otherwise.

Thanking you,

A. E. KELLY, 134 Florence St.

Ottawa, June 8, 1914.

THE ENCYCLOPEDIA

Gelatine and Jelly Powder.

Gelatine is made from various animal substances, but chiefly from the bones and the softer parts of the hides, etc., of cattle, by boiling them and treating them with steam.

The best gelatines are generally secured from selected calf's stock—the cheek and neck pieces, membranes, skin, fibres, tissues, etc., and the organic parts of the bones. The crude gelatine thus obtained is placed in lime water for several weeks until it becomes free from all gross matter. It is next washed thoroughly in fresh water until it becomes delicate, white and translucent, and, when put in the kettle, melts under the slightest heat. The liquor is finally drawn off slowly, clarified, filtered, and run into pans to be cooled, after which it is sliced, dried and granulated.

It is difficult to test gelatine. Some manufacturers suggest a test with boiling water poured over soaked gelatine, attaching the highest importance to the absence of odor and color; but this, it is claimed, may prove deceptive, as the very poorest gelatine can be made both odorless and colorless by bleaching the collogen with sulphuric acid or peroxide of hydrogen, and in many places bleaching is forbidden.

Reputable manufacturers who are careful in the making of gelatine see that no part of the animal, filthy or diseased, is used.

Gelatine, although not a life sustaining food, is used in considerable quantities in hospitals, and is recommended by physicians as an article of diet, because of its quality of making some other foods more palatable or more easily digestible.

Its uses in the ordinary household are many and varied, ranging from adding body to soups to making candies, ice cream, and desserts. Jelly powder consists of powdered gelatine sweetened, flavored by oil of lemon, strawberry, orange, vanilla, raspberry, etc., and colored. The gelatine is, of course, added last, or the oil of the fruit, being moist, would cause it to cake.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

The Belfast Ginger Ale Works is one of the new companies registered at Montreal.

Dougald J. McDonald, a grocer, of Whitney Pier, N.S., has joined the traveling staff of Tobin & Co., Halifax.

Ontario.

W. B. Clifton has bought the grocery of E. T. Macguire, Toronto.

The Sarnia Co-operative Society, Ltd., have obtained a charter.

Chilcott & Brownhill, grocers, Hamilton, Ont., are succeeded by S. S. Ellison.

Petrolia stores are closing Wednesday afternoon during summer months.

E. A. Haney, 2086 Queen Street E., Toronto, has sold to T. W. Frost.

W. A. McConnell has purchased the business of V. Voision, Mount Forest, Ont.

D. R. Thompson has opened a grocery and provision store in Fort William, Ont.

The Canadian Yeast Co. has been granted taxation exemption and water supply by the ratepayers of Owen Sound, Ont.

Brioux Bros. have opened a grocery store at corner of Romaine and Park Streets, Peterborough, Ont.

A. & M. A. Eldridge, 105 Close Ave., Toronto, have disposed of their business to H. E. Harrison.

The death occurred recently of Mrs. Antony Shupe, mother of C. H. Shupe, general merchant, North Buxton, Ont.

Stores close Wednesday afternoon during June, July and August in St. Catharines, Ont.

Owen Sound merchants will close their stores Wednesday afternoon during July and August.

Robert S. Johnston has bought the grocery business of Isaac N. Hunter, Toronto.

Leamington merchants are closing Friday afternoon during June, July and August.

J. A. Frain, general merchant, Holbrook, Ont., has sold out to R. E. Hughes.

Irvine Wallace, grocer, Tilbury, Ont., was one of the losers by the recent fire in that town.

The death has occurred of W. A. Meighen, of the firm of Arthur Meighen & Brothers, general merchants, Perth, Ont.

The general stores of J. Arthur & Co., and Kelly & Anderson were among the establishments which suffered damage in the recent fire at Powassan, Ont.

Butler Bros., grocers, St. Thomas, Ont., are offering a box of cigars to the St. Thomas ball players making the first four home runs on the local grounds.

J. Elliott, representative in Western Ontario for the Toledo Scale Co., has been transferred to Toronto, and is succeeded by Thos. H. Cray, who will make his headquarters in St. Thomas.

E. G. Henderson, vice-president and general manager of the Canadian Salt Co., Limited, Windsor, Ont., was elected president of the Canadian Manufacturers' Association at their annual meeting in Montreal last week.

Western Canada.

J. S. Reid has opened a new store at Edmonton.

A. W. Orchard has opened up at Edmonton, Alta.

J. Watson Co., St. James, Man., recently suffered a loss by fire.

H. Goldin has recently opened a store in Winnipeg.

W. E. Amey has succeeded E. S. Harvey in business at Winnipeg.

J. C. Warren is now conducting the general store at Raven, Alta., formerly operated by W. H. Hodge.

France & Barl have started a grocery and butcher business at Prince Albert, Sask.

MacKintosh & Dickinson and Mrs. J. H. McDonald owned grocery stores which were burned out in the recent fire at Atlin, B.C.

The general store at Dunblane, Sask., conducted by S. A. McLeod & Co., will in future be operated under the style of McLeod & Moore.

Neil Honeyman, of the Lilac Store, Lilac Street, Winnipeg, has commenced the erection of a new brick store on the site of the former frame building.

L. J. Collin is remodeling a large store at the corner of Provencher and Tache Streets, St. Boniface, Man., and will handle groceries, flour and feed, having a separate department for each.

Bell & Co., Limited, formerly in the retail business at Regina and Calgary, are opening on Maryland Street, Winnipeg, in the store formerly occupied by Chas. Booth, carrying general groceries, fruit and meat. A. Bell is president.

S. C. Burton, manager for Cameron & Heap, wholesale grocers, Regina, Sask., has been elected president of the Regina Board of Trade, to fill the vacancy caused by the resignation of C. O. Hodgkins.

Marius et Cie have opened a factory at St. Boniface, Man., for the manufacture of macaroni. Mr. Marius made macaroni on Main Street, Winnipeg, eighteen years ago, but went out of business owing to the small demand then. His first product was placed on sale last week. This makes two macaroni factories in the "Holy City."

USING DAYLIGHT IN ST. JOHN.

St. John, N.B., June 18—(Special).—The movement for the saving of daylight during the summer months seems to be gaining favor amongst the grocers and other dealers about St. John. For some years of course the local wholesale houses have enjoyed the Saturday half holiday, some for only the summer months, but almost all for the whole year. Then came the movement amongst the grocers for early closing in the evening and it has become most general in that most stores of importance close their doors at 7 p.m.

The latest movement has been to cease business an hour before the regular time during June, July, August and September, each day of the five "long" days of the week, that is to close at 5 o'clock instead of six as has for years been the custom. This scheme has been most successful, and many of the larger wholesale houses are now closing at 5 o'clock, thus saving an hour's daylight. The clerks are prompt ahead of time each morning. Some of the grocers are striving for a weekly half holiday for the retail trade, but as all cannot see their way to enter the project it is not expected to be successful, and will not be instituted this summer, at any rate.

Sugar Market Continues Firm--Raws Advancing

There is Danger of Further Advances in Price—Cream of Tartar Higher Than for Five Years Past—Woodenware Advances—Some Improvement in the Tone of Business.

Office of Publication, Toronto, June 18, 1914.

IN the West and also in Ontario and in a less degree Quebec and the Maritime Provinces also all eyes are now on the developing crop, and particularly the wheat crop of the prairies. Reports are still favorable, although a reasonable amount of rain will still be required to bring the best results. The government report places the Western crop at 10,247,000 acres of wheat, an increase of 211,000 acres over last year, and the condition of the crop at June 1st had the unusually high average of 93 per cent. The acreage for oats has increased 294,000 acres, and for barley 16,000 acres, and the condition of these crops is placed at 92.

The outlook is still not certain enough to make definite figures and the fact that in the United States there is the biggest wheat crop of history assured makes a spread between the markets. American wheat is comparatively cheaper than Canadian at present, and on this ground the claim is made that Canadian flour should come down to compete with the American product in the export business; however, there is little demand at the present time.

Business is taking a better tone and some wholesalers are much more optimistic, taking the stand that from now on business will be on a better basis and that retailers have their stocks in much better condition than when the depression was first felt.

Cheese is finding a strong market now that the quality has improved. There is a good American demand with the result that there is a continued falling off in shipments to the old country and prices have gone up there. Shipments across the water since the 1st of May are 125,000 boxes, as compared with 166,000 boxes a year ago and 212,000 boxes in 1912. Butter has found a more solid market and some business is being done with the West in competition with New Zealand importations. The high prices of a week ago were caused by some strong competition for the good quality stuff by packers at Cowansville.

A feature of the week is the continued decline in the prices of hogs and as a result there seems to be some doubt as to whether hams will take the usual summer advance, particularly as it is felt that there are some big stocks on hand. Lard is weak and there are fractional changes in price.

There are seasonable adjustments in the prices of fruits and vegetables. Nuts are very dear and spices are strong with cream of tartar higher than for some years past. Teas and coffees continue strong with little prospect of cheaper prices.

An advance of 10c has taken place in cornmeal, as predicted, and there are prospects of further changes in an upward direction if the corn market maintains its strength.

Markets in Brief

QUEBEC MARKETS.

FRUITS AND VEGETABLES—
- California fruits cheaper.
- Watermelons arrive; cantaloupes decline.
- Pineapples, lemons and apples higher.
- Native vegetables bring prices down.

PRODUCE AND PROVISIONS—
- Seasonable demand for smoked meats; lard weak.
- Butter due for a drop; eggs unchanged.

FISH AND OYSTERS—
- Gaspe salmon in good supply.
- Brook trout scarce; haddock plentiful.

FLOUR AND CEREALS—
- Flour market easy and quiet.
- Demand for cereals limited.
- Millfeeds unchanged.

GENERAL GROCERIES—
- Refined sugar quiet; raw sugar up ¼ cent.
- Gallon tomatoes advance 10c doz.
- Clothes pins dearer.

ONTARIO MARKETS.

GENERAL GROCERIES—
- Sugar is very firm.
- Woodenware takes advance.
- Cream of tartar very high.

FLOUR AND CEREALS—
- Flour remains quiet.
- Bids out of line for export.
- Cornmeal advances 10c.

FRUITS AND VEGETABLES—
- Lemons are dearer.
- Canadian cherries in.
- Strawberries coming freely.

PRODUCE AND PROVISIONS—
- Butter a little easier.
- Cheese market firm.
- Hogs getting very cheap.

MANITOBA MARKETS.

GENERAL GROCERIES—
- Sugar advance unlikely.
- Dates up slightly.
- Beans unchanged yet.

FLOUR AND CEREALS—
- Market unchanged.

FRUIT AND VEGETABLES—
- Bananas down.
- Lemons slightly cheaper.
- New potatoes $6 barrel.

PRODUCE AND PROVISIONS—
- Hams and bacon up a cent.
- Lard likely to go up.
- Butter market declined.
- Eggs very uncertain.
- Cheese trifle firmer.

QUEBEC MARKETS.

Montreal, Que., June 18.—Recent rains and fine weather have had the effect of creating a more optimistic feeling throughout the country, and from present indications crops this year should be satisfactory. Business, both in the country and city, has been fairly good, and some jobbers report that they are well satisfied with existing conditions. It is usually dull at this season, so a great deal is not expected. Collections, though not as good as they might be, are not apparently causing as much concern in the grocery trade as they are in some other lines. There have not been many price changes lately, which leads to a feeling that crops will be up to the average.

SUGAR.—There is no change in market for refined sugar, demand having eased off somewhat since last advance. Buying has been light, but will probably improve as preserving season comes on. Grocery grades of raw sugar are up ¼c per pound; 3½c is quoted for ordinary grade, and 3¾c for bright crystals.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 45
20 lb. bags	4 55
2 and 5-lb. cartons	4 75
Second grade, in 100 lb. bags	4 30
Yellow Sugars—	
No. 3	4 40
No. 2	4 50
No. 1	4 10
Extra Ground Sugars—	
Barrels	4 85
50 lb. boxes	5 15
20 lb. boxes	5 25
Powdered Sugars—	
Barrels	4 85
50 lb. boxes	5 05
25 lb. boxes	5 05
Paris Lumps—	
100 lb. boxes	5 20
50 lb. boxes	5 40
25 lb. boxes	5 60
Crystal Diamonds—	
Barrels	5 25
100 lb. boxes	5 40
50 lb. boxes	5 50
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15

DRIED FRUITS.—There is little of interest in this market. A report received from Spain states that the outlook for a big crop is very favorable, and it is expected prices will rule moderate. Outside of the usual steady demand for raisins and currants there is not much business in this department.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 12
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	.. .	0 06½
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 1[illegible]	0 13¼
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 180, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

TEAS.—There is a fairly active demand for new crop, Japan teas, choicer qualities being scarce and firm. There is also a fair demand for Ceylon and Indian blacks. Market generally is firm.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 76	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish, No. 1	....	0 12¼
Virginia, No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—There has been a slightly improved demand since last report, but the market remains steady, with prices unchanged.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 22
Santos	0 22	0 23
Chicory, per lb.	0 08	0 10

MOLASSES.—Market is quiet, stocks of Barbadoes being ample and buyers fairly well supplied for the present. Some sales have been made for delivery in July and August at present prices. Some merchants are looking for lower prices, but it is questionable if their hopes in this regard will be realized.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.30	.28
Barrels	.33	.31
Half barrels	.35	.33

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04
Pails, 38½ lbs., $1.85; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 50
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lbs. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

SPICES.—Demand has been fairly active for the time of year, and if business continues at the same rate throughout, the grinders will have no cause for complaint. Prices have not been changed so far as retailers are concerned.

	5 and 10 lb. tins, pkgs., doz.	¼ lb. tins, doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	25—30	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	28—33	..—1 00	.....
Curry powder	..—35	.....	.....
Ginger, Cochin	18—20	.....	.....
Ginger, Jamaica	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

Range for pure spices according to grade. Barrels Pails or boxes 2 cents per lb. below tins. 3 cents below tins.

Cardamon seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Dutch, per lb.	....	0 15
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 15	0 18
Celery seed, per lb., in bulk	0 30	0 35
Cayenne Chillies	....	0 25
Shredded cocoanut, in pails	0 18	0 20

NUTS.—There has been no further changes since the advance announced last week in shelled almonds and walnuts. There is a good demand for these lines, and prices are well maintained. Market generally is firm.

Shelled walnuts, per lb.	0 40	0 42
Shelled almonds, 28-lb. boxes, per lb.	0 45	0 16
Finest filberts	....	0 13
Pecan	0 16	0 18
Almonds	0 18½	0 20
Walnuts, Grenoble	0 18	0 19
Walnuts, Marbots	0 15	0 16
Brazils, new	0 13½	0 14½
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3, 9½c; No. 4	....	0 09

RICE AND TAPIOCA.—Quotations have not changed lately, and business is about the average at this time of year. Better grades of rice have been selling very well, but there has been no exceptional movement.

Rangoon Rices—	Per cwt.
Rangoon "B"	2 90
C.C."	2 80
India bright	3 05
Lustre	3 15

Fancy Rices—	Per cwt.
Polished	4 30
Pearl	4 50
Imperial Glace	4 80
Sparkle	5 00
Crystal	5 00
Snow	5 20
Ice drips	5 35
Carolina head	7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 05½	0 05¾
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05⅜	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

DRIED VEGETABLES.—Market is firm, with quotations as at last report. There is a seasonable business passing in peas and beans.

Beans—		
Hand picked, per bush.	2 40	2 50
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

WOODENWARE.—All articles of woodenware are apparently advancing in price. Last week a 5 per cent. advance in pails and tubs, etc., was announced, and this week clothes pins were marked up from 75c to 80c per box.

ONTARIO MARKETS.

Toronto, June 18.—With continuance of good weather and favorable reports on the western crops there seems to be a better tone to business locally, but the volume cannot be said to be normal. Wholesalers, however, are taking some consolation from the fact that they figure that retailers generally have their stocks in much better shape than they had a few months ago when buying had been rather too free.

In view of the general conditions, an outstanding fact would appear to be the general tendency towards higher prices, and where there are no changes the tone is very firm. This goes far to illustrate that the grocer is handling staple lines, and that prices must be maintained at all times.

SUGAR.—Situation continues very strong, with an advancing market for raws and the centrals being rapidly closed up in Cuba. Since last advance there has been lighter buying, but stocks held for speculation have been going to the grinders rapidly, and recently raws have advanced six points, from 3.39 to 3.45. With this strength an advance is looked for in New York, and in this event Canadian refiners may be expected to follow suit. The representative of one of the big Canadian companies expresses the opinion that there is danger of a further advance in the near future, but it is not yet a probability. Reports indicate an increase in visible over a year ago of some 38,000 tons; but this is not large when the increased consumption is taken into consideration, coupled with the fact that at last report there were only 26 centrals at work in Cuba, which is not much more than half the number working at the same time a year ago.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 51
20 lb. bags	4 61
10 lb. bags	4 66
2 and 5 lb. cartons	4 81
Second grade granulated, 100-lb. bags	4 41
Nova Scotia refined, 100-lb. bags	4 41
Western Ontario refined, 100-lb. bags	4 41
Extra Ground Sugars—	
Barrels	4 91
50 lb. boxes	4 11
25 lb. boxes	5 31
Powdered Sugars—	
Barrels	4 71
50 lb. boxes	4 91
25 lb. boxes	5 11
Crystal Diamonds—	
Barrels	5 26
100 lb. boxes	5 26
50 lb. boxes	5 36
Paris Lumps—	
100 lb. boxes	5 26
50 lb. boxes	5 36
25 lb. boxes	5 56
Cartons (20 to case)	7 31
Cartons (50 to case)	7 31
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 1	4 11

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—Business in this department is pretty much confined to raisins and currants, both of which are in a strong position. Valencia raisins are getting into narrow bounds, and the price has been slightly advanced, 8c being paid for good quality in some cases. Currants, too, are very firm on reports of crop damage from primary markets.

Apples, evaporated, new per lb.	0 10½	0 11
Apples, evaporated, old, per lb.	0 09	0 10
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06½	0 06¾
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08¾
Package dates	0 06¼	0 09
Hallowees	0 05¾	0 06
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10½
80-90s, 50 lb. boxes	0 09½	0 10
90-100s, 50 lb. boxes	0 08¼	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 09
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 06	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 07	0 08
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

RICE AND TAPIOCA.—There is a seasonable business in rice and tapioca, and no immediate indications of changes in price.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 05
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 06½	0 07½
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 10	0 11½
Sago—		
Brown, per lb.	0 05	0 05½
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	....	0 05
Seed pearl	0 05	0 05½
Flake	....	0 09½

SYRUPS.—The continued high price of corn and the advance in the price of cornmeal has placed syrups in a strong position, but it does not seem very likely that an advance will be made in face of present demand, which is naturally lighter in hot weather.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

NUTS.—Continued high prices, with a firmer tone, if anything, are to be found in the market for nuts. This is a business which is getting on a wider basis all the time, and reports of growers are to effect that groves are not being increased sufficiently to keep pace with demand, which, especially for shelled nuts, is getting broader all the time. Recent reports from Spain indicate that there will be trouble with the almond crop there, and this is another factor to give tone to the market.

In shell—	Per lb.	
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 45	0 50
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 40	0 45

DRIED VEGETABLES. — For the season the market for dried vegetables is holding firm, and there is a fair demand.

Beans—	Per bushel.	
Canadian primes	2 15	2 20
Canadian, extra H. P.	....	2 40
Yellow eyes	3 00	3 25
Brown	....	3 25
Lima	0 08	0 08½
Peas, blue Canadian, per bush.	2 00	2 25
Peas, green, imported, bush	....	2 40

TEAS.—Teas continue very strong, and reports do not give any immediate prospect for cheaper prices. Dealers are of the opinion that the trade must continue to look for high rates.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50
Moyune, gunpowder, pinhead	0 33	0 45

COFFEES.—Coffees are holding their prices with little prospect of cheaper rates; cheaper grades are holding their own, and the better varieties are inclined to go higher. A big factor in the situation is the prospects in Brazil, where there are financial troubles which may interfere with the next harvest.

Coffee, Roasted—		
Rogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	0 17	0 18
Santos	0 19	0 21
Chicory, per lb.	0 10	0 12

SPICES.—There is still but little activity in the market for spices, but prices are generally firm. There has been quite a flurry in the market for cream of tartar, and recently prices have gone higher than they have been seen in five years; however, the advances have not been sufficient to increase the range of quotations to the trade, although the jobbers are paying higher figures. Cream of tartar, being a by-product of wine crop of France, has been affected by the poor season in that country, and the latest flurry may be the result of the recent storm which swept portions of that country.

Spices	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	....	0 12—0 15
Cinnamon, whole	....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	....	0 25—0 35
Cloves, whole	....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder	....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	....	0 22—0 25
Ginger, African, ground	....	....—0 16
Mace	....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	....	....—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins	....	....—0 55
Pastry spice	....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole	....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	....	0 26—0 28
Pickling spice	....	....—0 15
Turmeric	....	0 25—0 35

WOODENWARE.—There is a very strong situation in the market for woodenware, and recent advances have been made in the prices of tubs and pails to the total extent of about 10 per cent.

CANNED GOODS.

MONTREAL.—An advance of 10 cents per dozen was announced this week for tomatoes in gallon-tins. The price is now $3 to $3.02½ per dozen. There is an active demand for all kinds of canned fruits and vegetables at the present time, as in most cases the canned varieties are cheaper than the fresh stock.

TORONTO.—Prices for canned goods are generally firm. Canned tomatoes in gallons are getting in close compass, and most of the jobbers have disposed of their holdings. Higher prices are in order, but, generally speaking, this business does not directly affect the trade of the grocer. Reports indicate a good catch of sardines in Norway, with the prospects that prices may come down to the level of 1912.

MANITOBA MARKETS.

Winnipeg, June 15.—There has been little improvement in business. Rains have made crop conditions almost ideal, but retailers do not feel disposed to buy in large quantities for future deliveries on present crop prospects, but will wait until it is positively assured. This tendency is looked upon with favor by the wholesalers, who in general are not anxious to load up their customers with large stocks at the present time.

Canned goods are in big demand by retailers, because they realize that present prices are considerably lower than those at which they will be able to buy the new crop, except in one or two cases. Prices are being cut here, and all over the West. Tomatoes especially are weak.

New Ontario strawberry jam is on the market, with prices advanced 3c a tin over last year. Also a 4-lb. tin being put up by an Ontario packer this year to sell at 61½c, which is meeting with a ready sale.

Eggs are stated in some quarters to be weaker; in others it is stated they will advance this week. Boiled hams are selling so well the price has gone up. Lemons

are down slightly; so are new potatoes. Hallowi dates are up slightly.

SUGAR AND SYRUP.—Price of sugar remains unchanged. Not likely to be any. Demand heavy, and market steady. Prices on raw sugar unchanged, and general tendency is for a steady market for some time. Syrups are unchanged. Maple season is off during the hot weather.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 90
Extra ground or icing	5 40
Powdered	5 20
Lumps, hard	5 85
Montreal, yellow	4 60
Sugar, B.C.—	
Extra standard granulated	4 90
Yellow sugar, No. 1	4 50
Yellow sugar, No. 2	4 35
Yellow sugar, No. 3	4 50
Bar sugar	5 05
Icing sugar	5 25
Powdered sugar	5 05
H. P. lumps	5 75
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 80
Barrels, per cwt.	4 75
Halves, 50 lbs., per cwt.	4 80
Bales, 20 lbs., per cwt.	4 85
Powdered, barrels	5 10
Powdered, 50s	5 45
Powdered, 25s	5 75
Icing, barrels	5 40
Icing, 50s	5 65
Icing, 25s	5 80
Icing, pails	5 70
Cut loaf, barrels	5 50
Cut loaf, 50s	5 75
Cut loaf, 25s	6 00
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	2 85
5-lb. tins, 1 doz. to case, per case	3 20
10-lb. tins, ½ doz. to case, per case	3 00
60-lb., 3 tins to case	2 95

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 30	0 33

Maple Syrups—	Per case.
Imperial quarts, case 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUIT—Hallowi dates, 1-lb. packages, are up from 6⅝c to 7c per lb. Peaches are very strong. New peach crop in California will undoubtedly be big, and the price down. Sales are good, and prices for old crop are strong. Only a limited quantity of muscatels and sultanas being sold. We add to our quotations this week, Australian Lexias, 56-lb. boxes. 8½c lb.

Apples, evaporated, new, per lb.	0 11
Currants—	
Dry clean	0 07
Washed	0 07⅝
1 lb. package	0 08
2 lb. package	0 16
Vostizzas, 1 lb.	0 10¼
Dates—	
Hallowi, loose, per lb.	0 05¾
Hallowi, 1 lb. pkgs.	0 07
Fard dates, 12-lb. boxes	1 00
Peaches—	
Standard, 25-lb. boxes	0 07½
Choice, 25-lb. boxes	0 07¾
Extra choice, 25-lb. boxes	0 08¾
Prunes, in 25-lb. boxes—	
90 to 100	0 07½
80 to 90	0 08
70 to 80	0 10½
60 to 70	0 11½
50 to 60	0 12
40 to 50	0 13
Raisins, Valencias—	
Extra select Valencias, 28's, box	2 15
Raisins, Sultanas—	
California	0 09¾
Smyrnas	0 08 0 12½
Raisins, Muscatels—	
3 crown loose, 50s	0 08¾
3 crown, loose, 25s	0 09
Choice seeded, lb.	0 09¾
Extra fancy seeded, lb.	0 10
Raisins, Australians—	
Lexias, 56-lb. boxes	0 08½

TEA AND COFFEE.—

Coffee—	Per lb.	
Rio, No. 5, green		0 13¾
Rio, roasted		0 16
Santos, green, No. 4		0 15
Santos, roasted	0 21¾	0 22¾
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired		0 25
India and Ceylon—		
Souchongs		0 30
Pekoe Souchongs		0 35
Pekoe		0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum		0 35
Common moning		0 25

BEANS.—The price of beans has not yet gone up as predicted, but everything indicates a rise. Large quantities of foreign hand-picked beans are coming in of excellent quality, and are meeting with ready sale. These are selling at $2.35.

BEANS—	
Austrian, hand picked	2 35
3 lb. picker	2 10
Cal. Lima, per lb.	0 07
Peas—	
Split peas, sack 98 lbs.	3 30 3 40
Whole peas, bushel	2 00
Barley—	
Pot, per sack, 98 lbs.	3 10
Pearl, per sack 98 lbs.	4 60

NUTS.—Market unchanged. Very limited sale. Many nuts will not keep any length of time at this period.

Almonds, Tarragona	0 17½
Brazils	0 14½
Filberts, Sicily	0 13¾
Peanuts, Jumbos, roasted	0 11¾ 0 14
Peanuts, choice, roasted	0 10½
Peanuts, fancy, roasted	0 11½
Pecans	0 20½
Walnuts, Grenoble	0 17
Walnuts, Marbot	0 14
Shelled—	
Almonds	0 44
Walnuts	0 41

reported as being stronger, and is now selling at from 16 to 16⅛ cents. Butter market is steady. Both dairy and creamery is coming in fairly well now, and no change in price has been made recently. It is running at about 5 per cent. No. 1. The rice market is strengthening, and an advance is looked for next week. Higher prices are also likely to prevail in salmon.

Black teas are higher, and market is strong.

All dried fruits, with the exception of apricots and raisins, are tending to advance. The market is strong, and particularly is this true in case of prunes. The sale of peaches is heavy on account of the extremely low price of this commodity. It should be a good speculation for an advance. Several cars of Lexias (Australian) raisins have been shipped into this market, and are now selling around 8¼ for four-car stock.

Green Fruits and Vegetables.

Washington and British Columbia apples have advanced 50 cents and $1 per box. California lemons have taken a big leap, and are selling at $8.50. Oranges are far in advance of the price quoted up to a few weeks ago, while Florida tomatoes have taken a drop of 50 cents per case. Potatoes are also quoted 25 cents higher per bushel than previously. A change in sugar is looked for.

Produce and Provisions—		
Butter, creamery, per lb.	0 26	0 27
Butter, dairy, No. 1, 20c; No. 2	0 15	0 18
Cheese, per lb.	0 16	0 16¼
Eggs, fresh, per doz.		0 19
Lard, 3's, per case		7 ⅔
Lard, 5's, per case		7 85
Lard, 10's, per case		7 75
Lard, 20's, each		2 60
Dried Fruits—		
Apricots, choice, Cal., 20-lb. boxes		2 50
Currants, gulf cleaned		0 08¼
Figs, natural 6's		0 06¾
Evaporated apples, per lb.	0 11½	0 12¼
Dried peaches, 25s	0 08	0 08½
Dried peaches, choice, 25s	0 09½	0 11
Prunes, 70-80, 25s		0 11¼
Raisins, muscats, 50s		0 08¾
Raisins, muscats, 25s		0 09
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 09¾
Green Fruits and Vegetables—		
Apples, Wash., box		3 00
Apples, B.C., box		3 00
Celery, Cal., doz.		1 25
Grape Fruit, Florida		6 80
Lemons, Messina		6 00
Lemons, California		8 50
Oranges, navel		4 50
Onions, Australian		3 ...
Rhubarb, 40-lb. box		1 75
Tomatoes, Cal. case	2 39	2 65
Tomatoes, Florida		5 50
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts		0 14½
Walnuts, shelled, 46c; in shell		0 19
General—		
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian		2 65
Coffee, whole roasted, Rio		0 17
Potatoes, per bushel		1 50
Flour, 98's, $2.75; rolled oats, 80's		1 80
Rice, per cwt.		5 20
Sugar, standard, gran., per cwt.		5 27
Sugar, yellow, per cwt.		4 87
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.		3 82
Corn, standard, per 2 dozen		2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches		2 91
Strawberries and raspberries		4 20
Tomatoes, standard, per dozen		2 65
Salmon, Sockeye, 4 doz. case, 1s	8 50	9 00
Red springs, 1s		6 70
Cohoes, 1's, $5.50; hump back, 1's		3 60

Saskatchewan Crops and Market Situation

Regina, Sask., June 25.—(Special by Wire.)—According to those who are in a position to know, crop conditions this year are fully up to the average. The heavy rains which occurred the first of the month were pretty general throughout the province, and the crops benefited wonderfully as a result. However, every district was not affected, and conditions vary accordingly. The general outlook is improving, and the first crisis has been successfully passed. The weather conditions during the next few weeks will be watched with intense interest by the farmers.

Grocery markets this week are fairly strong. Business is comparatively quiet throughout the West, and, while other branches of trade have suffered to a more or less extent through the large numbers of men out of work in western cities at this time of year, the grocery trade has not been affected noticeably. Instances are quoted, however, where men are living on one or two meagre meals a day.

Owing to the large volume of receipts, eggs took a sudden drop of 2 cents per dozen the middle of last week. They are now selling at 19 cents. Cheese is re-

NEW BRUNSWICK MARKETS.

St. John, N.B., June 18.—Markets show little activity, except sugar, which is the only live factor in the list. The

New York market is stronger, and it is expected an increase will follow locally. Dealers look for further advances. Egyptian onions are slightly less at 5½c per lb. Canned goods, bottled stuffs and picnic wares are in particularly good demand. Native vegetables are offered, and the prices are stiff. Eggs are scarcer, but it is believed only temporarily. Butter is lower; dairy, 21-22c; creamery, 25-26c. Collections are improving, and business is brisk.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	23 75	25 00
Beef, corned, 1 lb.	2 55	2 75
Beef, corned, 2 lb.	4 25	4 85
Pork, American clear, per bbl.	24 25	26 25
Pork, domestic, per bbl.	....	29 50
Butter, dairy, per lb.	0 21	0 22
Butter, creamery, per lb.	0 25	0 26
Cheese, new, lb.	0 14	0 14¼
Eggs	0 20	0 21
Lard, compound, per lb.	0 11½	0 11¾
Lard, pure, per lb.	0 13½	0 13¾
Flour and Cereals—		
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 80
Flour, Manitoba, per bbl.	....	6 45
Flour, Ontario, per bbl.	....	5 85
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel	....	2 25
Sugar—		
Standard granulated	4 60	4 70
United Empire	4 50	4 60
Bright yellow	4 40	4 50
No. 1 yellow	4 10	4 20
Paris lumps	5 30	5 60
Molasses, Barbadoes, fancy	0 27	0 28
Onions, Egyptian, lb.	....	0 05½
Currants, 1s, per lb.	0 08	0 08¼
Raisins, California, seeded	0 10	0 10½
Rice, per cwt.	3 40	3 50
Beans—	Per bush.	
Canadian white	2 35	2 45
Yellow eye	4 00	4 10
Canned Salmon—	Per 1 doz. case.	
Pinks	4 40	4 60
Cohoes	6 00	6 25
Red Spring	7 60	8 00

FISH AND OYSTERS.

MONTREAL.—There is a seasonable demand for all kinds of fresh fish. Gaspe salmon is now arriving freely and price is reasonable. Halibut is also in good supply and price unchanged from last week. Brook trout continued scarce, but haddock is plentiful and price lower. Season for shad is nearly over. Lake fish of all kinds are in good supply but prices are firm with a tendency to advance. Lobsters are fairly plentiful and are coming in excellent condition. There is a fair sale for smoked fish, but this department is not very active during warm weather.

TORONTO.—The demand for fish of the fresh varieties is holding up well and a good seasonable business is reported.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 10	0 11
Haddock, fancy, express, lb.	0 04	0 07
Steak cod, fancy, express, lb	0 07	0 08
Round pike, fancy, express, lb.	0 08	0 08
Flounders, fancy, express, lb.	0 06	0 08
Gaspe salmon, per lb.	0 18	0 35
Buck shad, fancy, express, each	0 25	....
Roe shad, fancy, express, each	0 50	0 80
Shad herring (Gasperea x), each	0 02	0 03
Carp, per lb.	0 08	....
Dressed bullheads, per lb.	0 12	....
Dressed perch, per lb.	0 10	....
Brook trout, per lb.	0 30	....
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 12	0 10
Bluefish, per lb.	0 16	0 13
Herrings, per 100 count	1 50	1 75
Herring	....	0 07
Dore, per lb.	0 12	0 12
Mackerel, per lb.	0 10	0 12
Striped bass, per lb.	....	0 16
Pike, per lb.	....	0 08
Perch, per lb.	....	0 05
Striped bass, per lb.	....	0 15

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	0 08	0 08
Haddies, 15-lb. and 3-lb. boxes, lb.	....	.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, bon'eless, per lb.	.10	.10
St. John bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.00	1.15
Kippered herrings, selected, 60 in box	1.00	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.22	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	....	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Cohoes or silvers, lb.	.10	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tulibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dressed or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lbs.	15 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls. 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 50	....
Herrings, Labrador, half bbls.	3 50	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	..	8 00
Onebec sardines, bbls.	5 00	....
Onebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imported milkers, hf bbls	5 00	....
Holland herrings, imported milkers, kegs	0 75	....
Holland herrings, mixed, half bbls.	6 00	....
Holland herrings, mixed, kegs	0 65	0 65
Lochfyne herrings, kegs	1 25	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb	7 50	7 50
Dried hake, medium and large, 100 lb.	7 00	....
Dried pollock, medium and large, 100 lb.	7 00	....
Dressed or skinless codfish, 100-lb. case	7 00	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs per lb.	0 07½	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Rest clams, imp. gallon	1 50	....
Rest scollops, imp. gallon	2 00	....
Rest prawns, imp. gallon	2 00	....
Rest shrimps, imp. gallon	2 25	....
Sealed best standards, quart cans, each	0 35	....
Sealed best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	12 00	...
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, per lb.	0 20	0 40
Boiled lobsters, medium and large, lb.	0 16	....
Soft shelled crabs, doz	....	0 80
Winkles, bush.	....	3 75

WANT TO BUY DIRECT.

Winnipeg, Man., June 17.—(Special.)—The Grain Growers' Association in Saskatchewan has shown a marked desire recently to handle groceries, and has approached several wholesalers to supply them. Several of the latter have turned down the offer, which is a good one, yet they consider this a question that is going to cause trouble with both the wholesaler and the retailer. Many believe the farmers will handle groceries in case lots and do it successfully for a time, but that having to pay for cash will ruin the system. Wholesalers believe that retailers should get down more to a carefully operated cash and credit business.

THE LAW AGAINST FALSE BUSINESS STATEMENTS.

A grocer was arrested in Winnipeg recently on a charge made by the Canadian Credit Men's Association of obtaining goods under false pretences by giving a statement of assets and liabilities alleged to be incorrect. The law in this regard reads:—

"407 a—Everyone is guilty of an indictable offence and liable to one year's imprisonment and to a fine of $2,000 who:

"(a) Knowingly makes or causes to be made, either directly or indirectly, or through any agency whatever, any false statement in writing with intent that it shall be relied upon, respecting the financial condition or means or ability to pay, of himself, or any other person, firm or corporation in whom he is interested, or for whom he is acting, for the purpose of procuring in any form whatsoever either the delivery of personal property, the payment of cash, the making of a loan or credit, the extension of a credit, the discount of an account receivable, or the making, acceptance, discount or indorsement of a bill of exchange, cheque, draft or promissory note, either for the benefit of himself or such person, firm or corporation; or

"(b) Knowing that a false statement in writing has been made respecting the financial condition, or means or ability to pay, of himself, or such person, firm or corporation in which he is interested, or for whom he is acting, procures upon the faith thereof either for the benefit of himself or such person, firm or corporation any of the benefits mentioned in paragraph (a) of this section."

U. S. DEALER LIKES CANADIAN GROCER.

MacLean Publishing Co.

Gentlemen,—Enclosed find cheque for $2.50 Kindly put my name on your subscription list. I just received a sample copy of your annual Spring Number, and I want to say that it is the best I ever saw. I now receive four different grocery trade journals, and you would do me a favor if you would send me some back numbers of your paper, as I feel that I missed something. I am particularly interested in pictures of window displays, interiors of stores, and system.

CHARLES POMERANTZ.

5424 Chester St., Philadelphia, Pa.

FLOUR and CEREALS

Cornmeal Goes Up as Predicted; Canadian Flour is Out of Line

American Wheat Comparatively Cheaper Than in This Country—Crop Reports Still Good—Mill Feeds Now Easier in Price.

MONTREAL.

FLOUR.—The market for flour continues quiet, with an easy trend to prices. Both receipts and exports show a falling-off from the same week last year. Receipts for the past week were 37,639 sacks, against 79,625 sacks for the same week last year. Exports from Montreal for the week were 82,138 sacks, against 93,683 sacks a year ago. The demand is fair.

Manitoba Wheat Flour—	per bbl.	
First patents	....	5 60
Second patents	....	5 10
Strong bakers'	....	4 90

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	5 25	5 50
90 per cent.	4 90	5 10
Straight roller	4 70	4 90
Blended flour	4 85	5 25

CEREALS.—The receipts of rolled oats for the past week were slightly above the same period a year ago. There were 2,000 sacks last week, as compared with 1,350 in the same week last year. The exports were slightly less than a year ago. A seasonable business is passing, and prices are unchanged.

	Per 96-lb. sack	
Cornmeal		
Kiln dried	....	2 10
Softer grades	....	1 95
Rolled Oats	90's in jute	
Small lots	....	2 25
25 bags or more	....	2 15

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled wheat—	100-lb. bbls.	
Small lots	....	2 85
Hominy, per 96 lb. sack	....	2 50

MILL FEEDS.—The market continues quite firm for all kinds of feed, and, considering the time of year, there has been a good steady demand. Although there is good grass now, it is apparent that many of the farmers are still using good quantities of feeds. Prices are same as last report.

Mill Feeds—	Car lots, per ton	
Bran	....	23 00
Shorts	....	25 00
Middlings		28 00
Wheat moulee	....	28 00
Feed Flour	....	33 00
Mixed, chop, ton	....	30 00
Crushed oats, ton	....	30 00
Barley, pot, 98 lbs.	2 75	3 00
Oat chop, ton	....	30 00
Barley chop, ton	....	30 00

TORONTO.

FLOUR.—Situation continues quiet and dealers hardly look for a change in prices until new crop comes in. Just at the present there is little export doing and for what there is Canadian prices are out of line. American wheat at present is comparatively cheaper than Canadian and for this reason there are opinions that prices will likely come down, but on the other hand there are definite reports of the American crop, whereas in Western Canada the situation must be considered as somewhat precarious for some weeks yet, despite fact that just at the moment things are good. It does not take much dry weather at this time to change western reports. Ontario reports are for a fair to good crop of wheat and in some localities the plant is heading out and an early harvest should be general with continued warm sunny weather. There have been some orders for flour placed below the quotations but generally the prices are holding.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	5 55	4 95
90 per cent.	5 05	4 75
Straight roller	4 95	4 55
Blended flour	4 85	5 25

CEREALS.—As predicted continued high price of corn has had its effect on the products of that cereal and prices have gone up 10c a sack. The market is firm on the rise and further advances would not be surprising. Although demand for oats products is quiet the high price of that cereal is maintaining prices firmly.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Buckwheat flour, 98 lbs.	....	[illegible]
Buckwheat grits, 98 lbs.	4 50	4 75
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.	....	2 70
Hominy, granulated 98 lbs.	2 40	2 50
Hominy, pearl, 98 lbs.	....	2 50
Oatmeal, standard 98 lbs.	2 47½	2 60
Oatmeal, granulated, 98 lbs.	2 47½	2 60
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 25	3 65
Rolled oats, 90-lb. bags	2 25	2 37½
Rolled wheat, 100-lb. bbl.	3 00	3 25
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 53

MILL FEEDS.—Mill feeds are easier, especially bran, but there has been no change in the quotations. A continuation of the dry weather which already is beginning to have its effect on the pasture would help to maintain this market which is stocked pretty short with the mills not active.

Mill Feeds—	Mixed cars, per ton	
Bran	23 00	25 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

WINNIPEG.

FLOUR AND CEREALS.—Prices of wheat, flour and cereals are unchanged. Demand is fair.

Manitoba Wheat Flour—	Per bbl.	
First patents	....	5 30
Second patents	....	4 70
Strong bakers'	3 90	4 00
Cereals—		
Rolled oats, per 80 lbs.	1 75	180
Oatmeal, fine, standard and gran'd, 98 lbs	....	2 25

AT THE WEEKLY CONFERENCE.

(Continued from page 31.)

sold the goods. Together with individual salesmanship inside the store, the selling power of the window, the advertisements in the newspapers and the general spirit of enthusiasm pervading everything, the sales of summer drinks that week were exceedingly large. Many of the lines were sold by the dozen and even some by the case. It was a great week for a line that had not in the past been a heavy seller for Henry Lawrence. And he was again well pleased.

* * *

The next conference, No. 5, dealt with plans and selling methods for getting the trade of the newly-weds of the district. Methods and results will appear in next week's issue.

TORONTO GROCERS PLAY EUCHRE

Toronto, June 18—(Special).—Apart from the routine work of the Toronto Retail Grocers' Association at the regular meeting on Monday evening, the feature was a progressive euchre contest. This was the second monthly contest of the series and from the keen interest displayed these social functions evidently will be the means of attracting more members to the regular meetings. The winner of the contest was Donald Nicolson, of Roncesvalles Ave., with a score of 74 points, with David Bell, Yonge street, a close second with 73. Mr. Nicolson is so far the champion, as last month he won one of the umbrellas. His prize on Monday night was a box of cigars—and he smokes, too—while a wallet went to Mr. Bell.

Progressive euchre has become a regular feature of the monthly meetings and the interest being taken in the contests shows the wisdom of Secretary Thorne's suggestion that they be established.

Picnic arrangements were talked over, but as the executive has the matter in hand there was little to do in this respect. As announced last week the picnic goes to Queenston Heights on Wednesday, July 15. A programme committee is working now on a list of games. President Neil Carmichael occupied the chair.

FRUIT & VEGETABLES

Northern Vegetables are Cheaper; Canadian Cherries Now Offered

Changes of the Season Are Noted—Strawberries Are Getting Cheaper — Gooseberries Now Offered—Lemons Go Up With Hot Weather.

MONTREAL.

GREEN FRUITS.—New California fruits are cheaper this week. California oranges are also cheaper owing to large crop, which must be disposed of. Watermelons are now on the market, and are quoted at 60c to 85c each. Cantaloupes have dropped $2 a crate since last week. Canadian strawberries are in good supply at 15 to 20 cents a box. Pineapples have advanced slightly; apples and lemons are also higher.

Apples—		
Ben Davis, No. 1	....	8 00
Cooper's Market, No. 2s, per bbl.	....	6 50
No. 1 Cooper's Market, box	....	3 00
No. 1 Winesaps, box	....	3 00
Bananas, crate	2 00	2 50
Cherries, California, box	2 50	2 75
Grapefruit, 54-64-80-96 size, case	4 00	5 25
Cocoanuts—		
100 to 150 size	....	4 25
Lemons, Messinas—		
Extra fancy, 300 size	....	5 00
Fancy, 300 size	4 50	4 50
Choice, 300 size, bags	...	4 00
Limes, small boxes	....	[illegible]
Oranges—		
Sorrentos, 200 size, per box	....	3 50
California, late Valencia, 150-176-200-216	3 50	3 50
California, 126 size, box	....	3 00
California, 80 and 96 size, box	....	2 75
Pineapples—		
24 size	....	3 50
30 size	....	3 00
36 size	....	3 00
Canadian Strawberries, per box (qts.)	0 15	0 20
California cantaloupes, per crate of about 40	....	5 00
Watermelons, each	0 60	0 85
Peaches, per box	....	2 25
Plums, per crate	....	2 75
Apricots, per crate	....	2 25

VEGETABLES.—Prices continue to show a general decline, as native-grown vegetables are arriving in increasing quantities. Business is improving, as more reasonable quotations are put in effect. In addition to Florida tomatoes in six-basket crates, there are now offered Mississippi tomatoes in four-basket crates at $1.50.

Asparagus, Canadian, per doz.	....	2 75
Asparagus, small bunches—		
2½ doz. (baskets)	....	1 50
Beans, wax, basket, Florida	2 50	3 00
Beans, green, crate, Florida	2 50	3 00
New beets, doz.	....	0 75
Cabbage, per dozen	....	1 00
Cabbage, new, per crate	....	2 00
Carrots, new, case	....	0 75
Wash Celery, per doz.	....	1 50
Cucumbers, baskets	1 75	2 00
Egg plant, per dozen	2 50	3 00
Lettuce, Boston, box	1 75	....
Canadian lettuce, per box, 3 to 4 doz.	1 00	1 50
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
New Egyptian, per lb.	0 05½	0 06
Texas, white and yellow, crate 50 lbs.	3 00	3 50
Shalottes, per dozen bunches	0 50	[illegible]
Parsnips, bag	1 75	2 00
Parsley, Canadian, per doz. bunches	0 25	[illegible]
Peppers, green, 3½ qt. basket	0 50	0 60
Potatoes—		
New potatoes, Bermuda, barrel	5 00	5 50
Green Mountains, $1.25; Quebec	....	[illegible]
Potatoes, sweet, Jersey, hpr.	1 75	....
Radishes, per doz. bunches	0 15	0 20
Rhubarb, dozen	0 15	0 [illegible]
Spinach, Montreal, in boxes	....	0 50
Sour grass, per box	[illegible]	1 25
Turnips, Quebec, bag	....	1 00
Turnips, Canadian, bag	....	0 75
Tomatoes, Florida, choice, crate	3 00	3 25
Tomatoes, Florida, fancy, crate	3 50	4 00
Tomatoes, Mississippi (4bskt. crate)	....	1 50

TORONTO.

GREEN FRUITS.—Canadian fruits are beginning to make their appearance in the market. Strawberries are coming along plentifully, but with a continuation of hot, dry weather the season is likely to be comparatively short. Canadian cherries are offered now at $2 the basket. The California navel oranges are reaching about the end of their run, and the price has gone down to $3. There is not a strong demand for oranges, and such as it is being met with the Valencias and the Mediterranean sweets. Messina lemons are off the market, and the hot weather is putting the Verdillas up, $5 being the lowest figure. Pineapples are getting nearer the end of the season, and the price is stiffening. Gooseberries have made their appearance in baskets.

Apricots	1 75	2 00
Apples—		
Oregon Ben Davis	2 00	2 25
Bananas, per bunch	1 50	2 00
Cantaloupes, standards	....	1 50
Cocoanuts, sack	....	3 50
Cherries, basket	....	2 00
Cherries, case	2 50	2 75
Grapefruit, Florida, case	4 00	4 50
Oranges—		
California, navel	....	3 00
California late Valencias	....	3 75
Oranges, M. sweets	....	3 00
Lemons, Verdilla	5 00	5 50
Pineapples, Cuba, case	3 00	3 25
Plums, crate	2 25	2 50
Peaches, crate	1 50	1 75
Strawberries, Canadian	0 10	0 13
Gooseberries, basket	....	1 25

VEGETABLES. — Lower prices are noted for some of the Canadian outdoor vegetables, which are now in season, although with the old potatoes just about the end of the run there are firmer figures quoted for the new varieties.

Asparagus, Canadian, basket	1 00	1 25
Beets, Canadian, new, per doz. bchs.	....	0 30
Green and wax beans, hamper	....	2 25
Cabbage, new, Southern, case	....	[illegible]
Carrots, Florida, hamper	....	1 50
Cucumbers, Florida, hamper	....	[illegible]
Cucumbers, Canadian hothouse, bkt.	1 00	1 25
Celery, doz.	....	1 35
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	5 50	5 75
Green, doz., Canadian, 20-30c; U.S.	0 40	0 60
Green, long, box	....	1 50
Parsnips	....	1 75
Green peppers, basket	0 75	1 00
Potatoes, New Brunswick, per bag	1 30	1 35
Potatoes, Ontario	1 20	1 25
Potatoes, new, bbl.	....	6 00
Peas, green, hamper	2 50	3 00
Potatoes, new, Bermuda, per bbl.	....	7 50
Parsley, basket	....	0 65
Rhubarb, per dozen	....	0 30
Spinach, Canadian, bush	0 40	0 50
Tomatoes, Florida, per case	....	3 50
Tomatoes, Mississippi, crate	1 50	1 60
Tomatoes, Canadian, hothouse, lb.	....	0 15
Radishes, Can., per doz.	....	0 25
Watermelons	0 60	0 70

WINNIPEG.

GREEN FRUITS.—Ben Davis apples are selling $6 a barrel, and wine saps at $3 a box. Bananas are fetching half-cent less, being quoted 4c lb. Red bananas off market. Cocoanuts are not being offered. California lemons are down to $6.50. California navel oranges $3 to $3.50. Fresh California fruits arrive, apples selling $2, plums $2.50, peaches $1.75 to $2. Car melons arrive, selling $7 crate.

Apples—		
Ben Davis, No. 1, bbl.	....	6 00
Wine saps, Spitz, ex. fancy, box	....	3 00
Fresh Cal.	....	2 00
Bananas, lb.	....	0 04
Grapefruit, 54-64-80 size, case	5 00	5 50
Lemons—		
California	....	6 50
Messina	....	6 00
Melons, crate	....	7 00
Oranges—		
California navels	3 00	3 50
Pineapples, Florida, crate	4 50	5 00
Peaches, fresh, Cal.	1 75	2 00
Plums, fresh, Cal.	....	2 50
Strawberries, Hood River	....	3 50
Strawberries, Bay Island	....	3 50
Cherries, Cal.	1 75	2 00

VEGETABLES. — Little change in prices, and nothing new coming in to speak of. New beets can now be bought fifty to seventy-five cents dozen bunches. Leaf lettuce selling $1.25 bushel and new potatoes at $6 barrel.

Asparagus, doz.	....	0 75
Beets, new, bag	....	3 50
Cabbage, Mississippi, crate	....	3 00
Carrots, new, bag	....	3 50
Cauliflower, Cal., crate	....	2 00
Florida celery, crate	....	5 00
Cucumbers, extra fancy, hothouse, doz.	....	1 80
Green peas, lb.	....	0 12½
Green pepper, crate	....	5 00
Head lettuce, Minnesota, hampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Leaf lettuce, bushel	....	1 25
Onions—		
Texas, crate	....	3 00
Cal., bag	....	5 00
Parsnips, per cwt.	....	2 50
Parsley, per doz. bunches	....	0 60
New potatoes, per bbl.	....	6 00
Potatoes, old, Southern, bush	....	1 20
Radishes, doz.	....	0 40
Tomatoes, Florida, per crate, 6 bkts.	....	4 50
Turnips, new, bag	....	3 50
Shallots, per doz.	....	0 80

CAUSES AND REMEDIES OF MANY FRUIT LOSSES.

(Continued from page 31.)

oranges until sold, as they keep better that way. The only trouble is decay is not so readily noticed. Of course, for display purposes a few covers can be taken off. This also applies to lemons, as this fruit has a particularly lengthy passage to make from the Mediterranean to Canada, and is, therefore, susceptible to decay.

"The correspondent further states," said one wholesaler, "that profits are better on home-grown fruits than on imported lines. No doubt the reasons are to be seen in the fact that the handling of imported fruits is not known so well as the others; and secondly, because home-grown fruits arrive on the market in a heavy buying season when retail sales can be pretty well gauged ahead. There should, however, be just as much net profit in the others if strict attention is given them."

PRODUCE & PROVISIONS

Cheese Dear on Export Demand; Hogs Still Falling in Price

Shipments of June Cheese Light—Butter Firm, but a Little Cheaper—Packers Through With Eggs—Hams Steady on Weak Hog Market—Lard a Little Easier.

MONTREAL.

PROVISIONS. — With the warm weather, business in smoked meats has been very good and there seems no reason to anticipate any immediate change in conditions. Prices remain as at last report. A seasonable business is reported in lard, with quotations unchanged, but market weak.

	Per lb.	
Hams—		
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	....	0 22
Light, per lb.	....	0 19
Boneless	....	0 25
Peameal	....	0 26
Bacon—		
Breakfast	0 19	0 21
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	28 50
Heavy short cut clear	....	28 50
Clear fat pork	....	27 50
Clear pork	....	26 50
Lard, Pure—	**Per lb.**	
Tierces, 375 lbs. net	....	0 13
Tubs, 50 lbs. net	....	0 13¼
Boxes, 50 lbs. net	....	0 13¼
Pails, wood, 20 lbs. net	....	0 13½
Pails, tin, 20 lbs. gross	....	0 13
Cases, 10-lb. tins, 60 in case	....	0 13¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 14
Bricks, 1 lb. each	....	0 14¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10½
Tubs, 50 lbs., net	....	0 10¾
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 11
Pails, tin, 20 lbs., gross	....	0 11
Cases, 10-lb. tins, 60 in case	....	0 11¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 11¾
Bricks, 1 lb. each	....	0 12¼
Hogs—	**Per cwt.**	
Dressed, abattoir killed	12 75	13 00

BUTTER.—Butter market has been firm and there has been considerable competition among buyers, but on Saturday last there was a drop of one cent per pound at the Cowansville sale and while prices locally have not been affected, yet it is probable that lower prices will soon go into effect. There is always a lot of competition for June make butter, but this year the buyers have been particularly keen in trying to get supplies.

Butter—		
Finest creamery, new milk	0 25½	0 26
Dairy butter	0 20	0 22

EGGS.—Market is quiet with an easy trend to prices. Receipts are ahead of last year. From May 1 to June 10 this year there were 111,255 cases against 95,743 cases for same period, 1913.

	Per dozen.	
Eggs, case lots—		
New laids	....	0 27
No. 1s	....	0 23
Splits	0 20	0 21

CHEESE.—Local cheese market is unchanged. U. S. markets have been advancing of late, top grades of cheese being quoted in New York at 15¼ to 15½c, and some in trade are under impression that American buyers will take more of our cheese this season than last. The price of Canadian cheese in England has advanced 4s per cwt. since beginning of season, sales of June goods being made by English houses at 58s 6d to 59s for July shipment. Quotations locally are as at last report.

Cheese—		
New make	0 14½	0 15
Old specials, per lb.	0 15	0 16
Stilton	....	0 17

HONEY.—Little business is being done in this commodity at present time and prices are unchanged.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY.—Business continues good in practically all lines, and prices are firm.

POULTRY.	Live.	Dressed.
Fresh stock—		
Broilers, per lb.	....—....	....—0 25
Ducks, milk fed	0 16—0 18	0 18—0 19
Fowl	0 18—0 20	0 17—0 19
Geese	....	0 15—0 16
Turkeys, spring	....	....—0 23
Turkeys, old Tom	....	0 14—0 16
Milk fed chickens, lb.	....	....—0 25
Milk fed broilers, lb.	....	....—0 30

TORONTO.

PROVISIONS.—The market for hogs continues to lose ground and a decline of fifteen points was noted in a single day recently. Carcasses too are much cheaper. The cheapness of hogs and the fact that there were pretty fair stocks on hand is no doubt responsible for the fact that there is no advance being made in price of hams. Business is just fair. Lard continues comparatively weak on an unsatisfactory market.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 17	0 17½
Large, per lb.	0 15	0 16
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 23	0 25
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 18½
Roll, per lb.	0 15	0 16
Shoulders, per lb.	0 14	0 14¾
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14½	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	....	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12½	0 12¾
Tubs, 60 lbs.	0 12¾	0 13¼
Pails, 20 lbs., per lb.	0 13	0 13½
Tins, 3 and 5 lbs., per lb.	0 13½	0 14¼
Bricks, 1 lb., per lb.	0 14¼	0 14¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10¼
Tubs, 50 lbs., per lb.	0 10¼	0 10½
Pails, 20 lbs., per lb.	0 10½	0 11
Hogs—		
F.O.B., live, per cwt.	7 50	7 60
Live, fed and watered, per cwt.	7 85	7 95
Dressed, per cwt.	10 50	11 00

BUTTER.—Some Quebec buyers who were boosting prices have let up and butter is a little easier but steady, with packers taking all in sight. There will not be much export at present prices. With the hot weather there is a little weaker demand, comparatively, for dairy products and prices are off a little in this department.

Butter—		
Creamery prints, fresh made	0 25	0 26
Separator prints	0 22	0 23
Dairy prints, choice	0 19	0 20
Dairy, solids	0 18	0 19

EGGS.—The market for eggs continues comparatively steady, although there is a little less demand for splits. The quality is not exactly the best and the range is extensive. The packers are just about out of the market and what stocks are being received are going into consumption.

	Per dozen.	
Eggs, case lots—		
Strictly new laid, in cartons	0 25	0 26
Selects	0 24	0 25
Straights	0 22	0 23
Trade eggs	0 20	0 21
Splits	0 18	0 20

CHEESE.—The June cheese is coming in on a strong market and the prices are not encouraging to exporters. Shipments show a falling off, 125,000 boxes to England being the figures as compared with 166,000 a year ago, and 210,000 boxes in 1912. The prices are slightly advanced over a week ago and the quotations are very firm.

Cheese—		
Old, large	0 16½	0 17
Old, twins	0 16¾	0 16½
New, large	0 14	0 14½
New, twins	0 14¼	0 14½

HONEY.—Dealers report that there is comparatively nothing doing in honey and that sales are hard to make at any price; cut prices could be looked for in quantities.

Clover, bbls., per lb.	0 08	0 08½
60 30-lb. tins, per lb.	0 08½	0 09½
10, 5-lb. tins, per lb.	0 09½	0 10
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	1 75	2 00

POULTRY.—There is a good market for fowl for the season of the year. With new chickens being offered there is a slight decline in prices for the old stuff.

Fresh Stock—	Live.	Dressed.
Fowl	0 15	0 17
Spring chickens, lb.	0 20	0 25
Geese	0 14	0 16
Turkeys, spring	0 17	0 22
Turkeys, old Tom	0 15	0 17

WINNIPEG.

PROVISIONS.—Hams went up a cent on Saturday. So did bacon. Looks like a scarcity of light average hams, due to big sale of boiled hams. Lard business is good, and big demand for pure lard. Prices remain same, but market looks as though it would go higher this week.

Pork cuts remain same, though business is very brisk.

Cured Meats—		
Hams, per lb.	....	0 21
Shoulders, per lb.	....	0 12
Bacon, per lb.	....	0 26
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 11½
50 lb. tubs	....	6 00
20 lb. pails	....	2 48
3 lb. tins, cases	....	7 65
5 lb. tins, cases	....	7 57½

BUTTER.—Market has declined a trifle. Don't lok for further decline except on No. 2 creamery, which is plentiful.

Creamery, Manitoba	....	0 27
Dairy	0 19	0 24
Cooking	0 12	0 16

EGGS.—Market firmer, though one wholesale house states it will buy eggs much cheaper this week. Majority look for advance before next report. Buyers buying on loss off basis.

Eggs—		
Extra first	....	0 24
Checks	....	0 17
Extras, in cartons	....	0 27

CHEESE.—New cheese is a trifle firmer, and the demand is good.

Cheese—		
New, large	....	0 15
New, twins	....	0 15½

AUSTRALIA'S PROSPERITY AND CANADA'S FUTURE.

Despite the fact that during a tour of Australia for seven weeks he found conditions of unusual prosperity, with the financial stringency something that the majority only heard of and a few felt but lightly—and in both cases a thing of the past—H. Gilbert Nobbs, of Holbrooks, Limited, returns to Canada convinced that this country has a great future; that it is because of this great future and the rapidity of development that conditions are readjusting to-day; and he has gone to England to the head office of the company enthusiastic in this opinion. Mr. Nobbs sees the prosperity of Australia to-day as the result of comparatively slow growth and more gradual immigration than was the lot of Canada; the result has been that values have advanced more gradually.

"In Canada we have been stepping out a little too quickly. My opinion of Canadians is that they must either be making a lot of money or nothing. With such prospects that the people saw around them that they should go ahead too rapidly was natural. Now we are catching up, and we are none the worst for it, and this country must go ahead." In this manner did Mr. Nobbs emphatically express himself.

"I saw signs of better things in Western Canada," he said, with regard to his trip through from the coast. There had been rains recently, and there was a more optimistic spirit. Supporting his optimism with regard to the West, he instanced the case of his own company at Vancouver, where an office was opened four months ago, and where already quarters were being looked for, and an interesting point was that these quarters cost more money to-day than they were offered at four months ago.

Australia's prosperity has been due to ten years of good conditions. In that country, Mr. Nobbs points out, everything depends on the rainfall, and there has not been a drought for the past decade. Such conditions without particularly rapid development have led to the accumulation of wealth and encouragement has been given to industrial growth.

For the future Mr. Nobbs sees important trade relations between Canada and Australia, and he states that the freight tonnage between the two countries is increasing with larger ships being put into commission. There is an opportunity for business, too, with the Hindus and the Fiji Islanders, who are great imitators and take quickly to the goods manufactured in civilized countries. If a native got as much as the hat or collar of an Anglo-Saxon, the visitor noted, he then considered himself under an obligation to adopt civilized customs as far as his limited range of ideas would permit.

NEW C.M.A. OFFICERS.

Montreal, June 18—(Special).—The Canadian Manufacturers' Association at their annual meeting in Montreal last week elected the following officers for the ensuing year: E. G. Henderson, of the Canadian Salt Co., Windsor, Ont., president; J. H. Sherrard, of the Alaska Feather & Down Co., Montreal, vice-president; Lt.-Col. W. M. Gartshore, of the McClary Mfg. Co., London, Ont., second vice-president; George Booth, of Booth Copper & Brass Co., Toronto, treasurer; and Wilton C. Eddis, Toronto, auditor.

The committees chosen were as follows:—

Tariff—H. H. Champ (chairman), Hamilton; W. C. Phillips, Toronto; John Firstbrook, Toronto; Geo. W. Watts, Toronto; C. B. Harding, Toronto; Lt.-Col. C. A. Smart, Montreal.

Transportation—S. R. Parson (chairman) Toronto; Geo. H. Olney, Montreal; J. A. Riordon, Toronto; J. F. Ellis, Toronto; W. R. Dunn, Hamilton; Henry Bertram, Dundas.

Legislation—J. R. Shaw (chairman) Woodstock; G. W. Sadler, Montreal; H. J. Waddie, Hamilton; John Turnbull, Toronto; S. Harris, Toronto; Atwell Fleming, Toronto.

Membership—J. W. Hobbs (chairman) Toronto; H. Y. Hatt, Welland; J. A. McMahon, Hamilton; H. Daly, Toronto; C. B. Lowndes, Toronto; R. H. McMaster, Montreal.

Insurance—John A. Gunn (chairman) Montreal; H. W. Fleury, Aurora, Ont.; J. W. Millard, Hamilton; J. F. M. Stewart, R. F. Fairbairn, W. C. Laidlaw, Toronto.

Education—J. C. McKinnon (chairman), Toronto; Howard Murray, Montreal; H. H. Mason, Toronto; F. A. Merrick, Hamilton; A. R. Clarke, Toronto; Wm. Rutherford, Montreal.

Workmen's Compensation—P. W. Ellis (chairman) Toronto; J. R. Shaw, Woodstock, Ont.; Atwell Fleming, Toronto; H. H. Biggert, Hamilton; Geo. W. Watts, Toronto; S. Harris, Toronto.

Executive Council.

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HEALTH From Macaroni

Macaroni has been proven to be more nutritious even than meat.

1 lb. meat produces 950 units of energy.
1 lb. macaroni " 1650 " " "

Under these circumstances, seeing that meat is so dear, shouldn't you push it strongly?

The very finest quality Manitoba hard wheat only is used, **and it is the one wheat which makes good macaroni.**

L'Etoile Brand Ontario's Favorite

Hirondelle Brand A General Favorite Also

are the lines.

C. H. Catelli, Limited

MONTREAL

AGENTS:

C. C. Mann, - - - - Toronto
J. Hunter White, - - - St. John, N.B.
Tees & Persse, Limited, - - Winnipeg

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per doz, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freight alowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant		0 13
Raspberry		0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Briefly:

About the service we offer you, Mr. Manufacturer

We stock, sell and deliver your goods. A large staff of efficient salesmen are on the job daily from the Lake Front to the Pacific Coast. Our large warehouse accommodation at the seven largest centres ensure an unexcelled service. In direct shipments we look after car distribution.

Our service is BIG—Cost is reasonable for services rendered—

Better get in touch with us.

Nicholson & Bain

Wholesale Commission Merchants

WINNIPEG

Regina Saskatoon Calgary Edmonton Lethbridge Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

GOOD NEWS FOR CANADA

McVITIE & PRICE, Limited

Biscuit Manufacturers

EDINBURGH (Scotland) and LONDON (England)

have now a complete chain of Agents from the Atlantic seaboard to the Pacific Coast, who carry fresh stocks of their high-grade Biscuits.

Write to any of these Agents for samples and terms and you will receive prompt attention:

Nova Scotia.	C. E. Choat & Co., Halifax, N.S.
Quebec and Ontario.	C. H. Cole, 501 Read Buildings, Montreal.
	C. H. Cole, 33 Front East, Toronto.
Manitoba and Saskatchewan.	Richards & Brown, Ltd., James St., Winnipeg.
Alberta.	Campbell, Wilson & Horne, Ltd., Calgary.
	Campbell, Wilson & Horne, Ltd., Lethbridge.
	Campbell, Wilson & Horne, Ltd., Edmonton.
British Columbia and Yukon.	Kelly, Douglas & Co., Ltd., Vancouver.
	Kelly, Douglas & Co., Ltd., Victoria.
	Kelly, Douglas & Co., Ltd., New Westminster.
	Kelly, Douglas & Co., Ltd., Prince Rupert.

GENERAL CANADIAN REPRESENTATIVE:

Mr. Sydney Owthwaite, 501 Read Bldgs., Montreal

Place your order now for new pack sardines

Owing to increasing demand and decreasing supply, it is advisable to place your orders now for

KING OSCAR

BRAND

SARDINES

The new pack of this popular brand commences in July and to avoid disappointment you should make sure of your supply now.

Consult your jobber.

CANADIAN AGENTS

J. W. BICKLE & GREENING

(J. A. Henderson)

HAMILTON - CANADA

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26

Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½ lb. packages, 2 doz. in box, per doz.	0 90

Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅓ and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f. o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 50
Clover Brand, each 4 doz.	4 50

Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 30
"Reindeer" Coffee and, Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 50

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50
5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

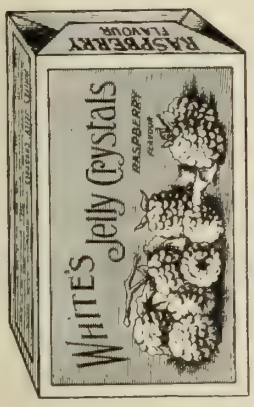
CRESCENT MFG. CO.

Mapeleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottle (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $30)	15 00

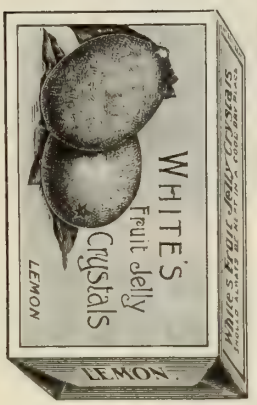
White's Jelly Crystals

(The Original Brand)

are packed in 24 Flavours.



LEMON
ORANGE
RASPBERRY
STRAWBERRY
VANILLA
APRICOT
TANGERINE
CHERRY
DAMSON
PINEAPPLE
RED CURRANT
BLACK CURRANT
CALVES' FOOT
CHAMPAGNE
PORT WINE
MADEIRA
PLAIN
COFFEE
CURACAO
PEACH
NECTARINE
PEPPERMINT
GINGER
SHERRY



SOLE MANUFACTURERS:

WHITE, TOMKINS & COURAGE, Limited

48 Mark Lane, London, England

Established 1841

MILLIONS OF PACKETS SOLD YEARLY

Samples and full particulars may be obtained from

Mr. Robert Dunthorne, 2384 St. Clair Ave. West, Toronto

PHONE JUNCTION 4909

Gives Your Business Prestige

Shirriff's has by sheer merit won its way into the hearts of housewives everywhere.

When customers ask you for Shirriff's, it means prestige to your store if you can give her what she wants. Substitutes leave a bad impression.

Shirriff's
True Vanilla

once sold means a steady customer coming into your store—and there is a good profit in Shirriff's, besides.

Shirriff's is fifty per cent. stronger than the Government standard. The finest Mexican Vanilla beans are used. Shirriff's invariably gives complete satisfaction.

If you are not already helping to supply the demand for Shirriff's, write us.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine, per doz.	1 10

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO, ANCHOR BRAND.

Ammonia Powder — "Anchor"	Per case.
5c cases, 6 doz.	$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25

Baking Powder— "Anchor"	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4.50
5-lb. tins, cases 1 doz.	8 40

Chocolate—Unsweetened— "Anchor"	
10c cakers, boxes 2 doz.	0 90

Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
¼s, tins, cases 4 doz.	0 36
½s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35

Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 33
2 lb. tins, whole or ground, cs., 30 lb.	0 32

Cream of Tartar— "Anchor"	Per doz.
10c pkgs., boxes, 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40

Custard Powders—"Anchor"	
10c pkgs., cases 3 doz.	0 90

Flavoring Extracts—"Anchor"	
10c bottle	1 00
2½ oz. bottle	2 00
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 00
32 oz. bottle	24 00
64 oz. bottle	48 00

Flour—Potato—"Anchor"	Per doz.
Cases 2 doz.	1 20

Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	0 90

Mustard, D.S.F.—"Anchor"	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90
	Per lb.
¼s, tins, boxes 12 lbs.	0 38
½s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36

Rice, Special Grain— "Anchor."	Per doz.
Cases 2 and 4 dozen	0 90

"Anchor" Brand	Per case.
Shaker Table Salt, free running, cases 2 doz., case	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case.
25c pkgs., cases 12 pkgs.	2 40

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	3 50

"KOLONA" CEYLON TEA.

	Per lb.
30c black, green or mixed, ½ and 1 lb. pkgs.	0 25
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed.	0 55
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat-Os" Breakfast Food, cases 2 doz.	1 45
	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case 5 00

VICHY LEMONADES.

Efficace	5 50
Neptune	6 00
San Rival	7 00
La Savoureuse, Cork—	
50 qts., case	7 50
100 pts., case	9 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb.	6 60½
Cs. 50 ¾ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs.	4 75
Cs. 200 200 grs. pieces, cs.	7 75
Cs. 010 300 grs. pieces, cs.	6 00
Cs. 200 300 grs. pieces, cs.	12 00

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 06
Box, 25 lbs., loose	0 07

Imported Peas "Soleil."

	Per case
Sur Extra Fins, 40 Falcons, cs.	$10 00
Sur Extra Fins, 100 ½ cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	$8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 25
Tins—	
5 gals, 2s	2 00
2 gals. 6s	2 05
1 gal. 10s.	2 10
20s, ⅛ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

The Best-Selling Corn Starch

in England is undoubtedly Brown and Polson's—it is the grocer's favourite as well as the most popular with the public.

Brown & Polson's Corn Starch

is sure soon to be as popular here as in England. You will find it pay you well to keep a good stock of Brown & Polson's and give it prominent window and counter display.

Canadian Agents:

HAMBLIN & BRERETON,

149 Notre Dame Avenue, E., Winnipeg
510 Ninth Avenue West, Calgary,
842 Camble Street, Vancouver.

MACGREGOR SPECIALTY CO.
TORONTO & EAST

Proprietors: *BROWN & POLSON,*
Paisley and London, England.

—makes the baking good

When the housewife uses **Forest City** Baking Powder the result is light, fine-grained, tasty baking.

To the dealer it means a satisfied customer and continued patronage.

Forest City has been a home favorite for over 25 years.

Stock and Display.

Gorman, Eckert & Company

LIMITED

London **Ontario**

Western Selling Agents
Mason & Hickey, Winnipeg

No. 100

The Refrigerator that gives satisfaction—Looks handsomest—Endures longest—Keeps lowest temperature

Built of oak with solid brass trimmings. BEST POSSIBLE INSULATION, gives a steady temperature 3 to 4 degrees lower than in other makes. These additional degrees of cold mean much better preserving qualities, and a smaller ice bill.

You secure the quickest, cheapest and surest delivery from us.

Manufactured by

RYAN BROTHERS

Winnipeg

AGENTS FOR TOLEDO SCALES
HOBART COFFEE MILLS

the pick of the fisherman's catch

BRUNSWICK BRAND

BRUNSWICK BRAND
HERRINGS in TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS. LTD
BLACK'S HARBOUR, N.B. CANADA
Diploma awarded at St John Exhibition 1910
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

Located as we are in close touch with very fine fishing grounds, we have the choice of the fisherman's catch.

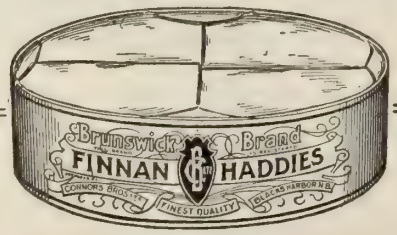
Our plant is modern in every way, strictly sanitary, and is operated under ideal conditions. This insures the very best results in our products. High quality is the key-note of Brunswick Brand Sea Foods. They are proven big-sellers and profit-producers.

Order Brunswick Brand for your Winter's Stock.

BRUNSWICK BRAND
KIPPERED HERRINGS
Breakfast Delicacy
PREPARED BY
CONNORS BROS. LTD
BLACK'S HARBOUR, N.B. CANADA
Diploma awarded at St John Exhibition 1910
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.



OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case; $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $2; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack, per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SODA—COW BRAND.

Case of 1-lb. containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case	2 75
20-lb. tins, ¼ doz. in case	2 70
Barrels, 700 lbs.	3½
Half barrels, 350 lbs.	3¾
Quarter barrels, 175 lbs.	4
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 05
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½-doz. in case	3 10
20-lb. tins, ¼ doz. in case	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 35
Ontario, per case	1 50
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case.	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints.	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY.

(Empire Branch)

Black Watch, 6s ½ butts, 9 lbs., boxes 5 lbs.	0 45
Bobs, 5s, ½ cads, 12 lbs., boxes 6 lbs.	0 39
Bobs, 10s, ½ butts, 12 lbs., boxes 6 lbs.	0 39
Currency, 5s, ½ butts, 9 lbs., boxes 6 lbs.	0 39
Currency Navy, 10s, ½ cads, 12 lbs., boxes 6 lbs.	0 39
Stag Bars, 5 1-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 39
Old Fox, 10s, ½ butts, 12 lbs., boxes 6 lbs.	0 40
Pay Roll, thick, 7½s, ½ butts, 10 lbs., boxes 5½ lbs.	0 59
Pay Roll, thin, 7½s, ½ butts, 10 lbs., boxes 5 lbs.	0 59
Pay Roll, 7½s, ½ cads, 12 lbs., ¼ cads, boxes 6½ lbs.	0 59
Shamrock bars, 6 2-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 50
Empire, 6s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Empire, 12s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Ivy, 7s, butts, 17 lbs., ½ butts, 8½ lbs.	0 50
Great West, 8s	0 59
Regal, 9s,	0 70
Starlight, 7s, ½ butts, 8½ lbs.	0 50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label ½s	0 21
Blue Label, 1s	0 20
Orange Label, 1s	0 23
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 23
Brown Label, ¼s	0 30
Green Label 1s and ½s	0 35
Red Label, ½s	0 40

WETHEY'S
CONDENSED
MINCE MEAT

is recognized
from Coast to Coast
as the
standard of excellence

Are you stocking it?

Any Jobber can supply you

California Fruits

PEACHES, PLUMS, APRICOTS, CHERRIES, CANTALOUPES

FRESH ARRIVALS EVERY DAY

STRAWBERRIES

Home-Grown Berries are now here. Send us a standing order for berries throughout the season. We will look after you.

FULL LINE OF ALL OTHER FRUITS AND VEGETABLES AT REGULAR MARKET PRICES.

THE HOUSE OF QUALITY.

HUGH WALKER & SON
Established 1861
GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.
MANUFACTURERS
HALIFAX, NOVA SCOTIA

EVERYDAY LINES

Brooms of quality
Wrapping Paper and Twines
Boss Washers
Mop Wringers
Dustless Mops
Self-Wringing Mops
GlobeWashboards

Walter Woods & Co.
HAMILTON and WINNIPEG

For the picnic they want good pickles

---sell them

ROWAT'S

for profit and satisfaction

ROWAT & CO.

Glasgow - Scotland

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.

BANNER BRAND.

	Shipping Price Doz.	Weight Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.00	33
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail.	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.

MINTO BROS., LIMITED.

45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0.90

List Price.

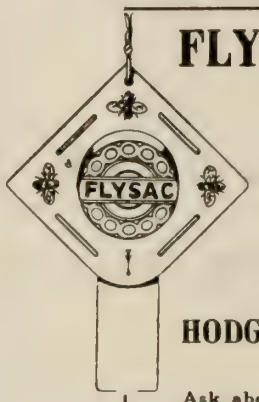
"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c pkgs.. 1 15

FLYSAC FLYCATCHER



is still enjoying a big sale. The reason is this: It is one of the most compact packages on the market.

There is no drip or leakage, because it is hermetically sealed.

Goes a long way, because ribbon length is generous.

Then Your Profit!

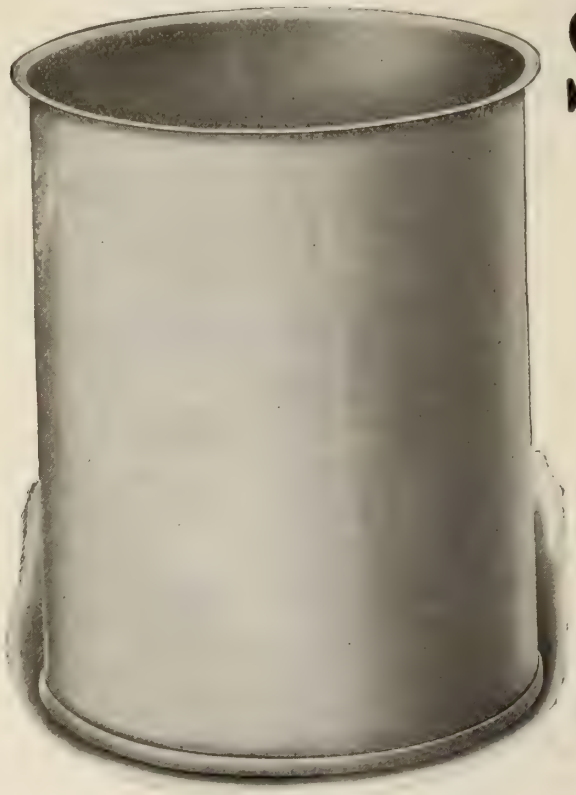
70 cents per box of 50 pieces.
Attractive Prices for Large Orders.

HODGSON SUMNER CO., LIMITED

MONTREAL

Ask about Tenasitine. the adhesive that has no equal.

Agents for Quebec, Ontario, New Brunswick, Nova Scotia and Prince Edward Island.



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

What Do You Earn?

Don't think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Pub. Co.
143-149 University Ave.
TORONTO

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.
Owen Sound, Ontario

Ain't this great weather for

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe
AGENT
TORONTO, ONT.

Sterling BRAND

A Real Palate-Tickler

There is a reason why **Sterling Catsup** has proven such a phenomenal seller ever since it was first put on the market. And there is a reason why every dealer who is handling this line sends in repeat order after repeat order.

Here's the Reason

It is of exceptionally high quality; has a distinctive flavor—true tomato deliciousness and sells at a popular price.

The tomatoes used are freshly gathered from the vines in the morning and canned the same day. All the freshness and deliciousness is thus retained.

Sterling Catsup will stimulate sales for you. Order a trial case from your wholesaler.

The T. A. Lytle Co., Limited
"CANADA'S LARGEST PICKLE INDUSTRY"
Sterling Road, Toronto

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL

There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

When the Sun Boils

when the tongue parches, that is the time to unload thirst-quenchers. AND there's a general exodus from town to camp and seaside too. There's a spot in many a hamper for

Fry Co.

England's Famous Quencher

Cloudy Lemon Squash, Lime Juice Cordial

All the tang of the lemon and lime, all the satisfying piquancy is there, and at a price which is popular and yet profitable to you.

Ask Your Wholesaler.

ROSE & LAFLAMME, Limited
TORONTO AND MONTREAL

They buy Rogers' Golden Syrup—
because it is so delicious and economical

It will pay you to get this winner on your selling line. It is a clear, golden, sugar cane syrup that adds new delight to any meal. Absolutely pure—contains no corn syrup.

Why not try a case or two? Rogers' Golden Syrup is put up in 2, 5, 10 and 20-lb. tins—24, 12, 6 and 3 to the case, respectively.

Wholesalers handle it.

The British Columbia Sugar Refining Company, Limited
VANCOUVER, B.C.

BOSNIA PRUNES

We have a nice assortment due in a few days, at very attractive prices, comprising:

100	boxes	27½ lbs.	63-68	(60-70)	9½c. lb.
200	"	27½ "	72-77	(70-80)	8½c. "
200	"	27½ "	86-91	(80-90)	7½c. "
300	"	27½ "	104-109	(100-110)	6½c. "

Quality very finest and full meat

CANNED SALMON

We have it -:- All qualities

SOVEREIGN Brand, Red Sockeye, talls, $2.00 doz.
5 cases or more, $1.95 "
PRIMUS, Fraser River, Red Sockeye, talls, $2.00 "

CANNED PEACHES

Heavy Syrup, 2's $1.25 doz.

DRIED PEACHES

Choice faced, 25 lbs. .08 lb.

CALIFORNIA PRUNES

Reports received from California indicate a very short crop.
Some firms have been successful in placing their requirements.

WE ARE ONE OF THEM

We have 2000 Boxes, from 30/40 to 90/100, all faced, 25 lbs.
"PRIMUS" Brand 1914 crop, November delivery.

Get our prices, they are interesting.
Book your orders with us for your fall requirements.

Dried Fruits, Table Raisins, Figs, Nuts, Peels, etc.

PIMIENTOS

Genuine Spanish, No. 1 Quality.
50 tins ½'s $6.00 case

FULL ASSORTMENT IN EVERY LINE, ATTRACTIVE PRICES

L. Chaput, Fils & Cie, Limitee

Established 1842 Wholesale Grocers and Importers MONTREAL

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

You Want This

Taylor's Prepared Mustard

IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

COMBINE BARRAL

Preparation for preserving freshness of eggs. A very simple process for preserving eggs from one laying season to another without losing any of their qualities.

REFERENCE AND CIRCULAR FREE.

Octavier Rolland, P.O. Box 2363, Montreal

HOLLAND RUSK

No other food product compares with Holland Rusk. It is in a class by itself and will bring and hold trade for you. Order from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets 50,000,000,000 flies a year—vastly more than all other means combined. Poisons are dangerous.

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH A WANT AD. IN THIS PAPER.

Raw Materials and Equipment

Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.

The Biscuit & Cracker Mfrs. Co.
105 Hudson St. New York City

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

When they ask for credit give them

ALLISON COUPON BOOKS

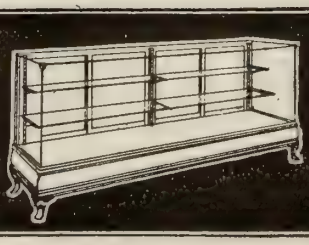
Please Them—Make Yourself Safe

Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by the jobbing trade everywhere.
Manufactured by

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Before placing YOUR ORDER for **SHOW CASES, STORE FRONTS ETC.**



Write us for full particulars and estimates

KENT, SON & CO.
261 King St. West
TORONTO

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

WANTED—RELIABLE RETAIL GROCER in Toronto or Montreal to handle a weekly supply of fresh eggs. Box 49, Canadian Grocer. 295

BUSINESS FOR SALE

GOOD, LIVE GROCERY BUSINESS IN busy town for quick sale. Stock and fixtures valued at $5,000. Box 315, Napanee. (612)

FOR SALE — GENERAL BUSINESS, VILlage 400 population; money-maker for hustler. Rent or sell property. Must be sold. Sacrifice for quick sale. Reason, ill-health. Box 50, Canadian Grocer. 619

FOR SALE — CASH GROCERY BUSINESS. Splendid location. A particularly well-paying business. Turnover of $19,000 per year. Good reasons for selling. Apply Box 51, Canadian Grocer.

AGENCIES WANTED

WE SOLICIT REPRESENTATION OF grocer and confectioner lines for British Columbia. Will give preference to firm willing to carry stock here. Smith & Lord, 148 Hastings Street West, Vancouver, B.C. (529)

FIRM OF MANUFACTURER'S AGENTS, with excellent connection among grocers and hardware stores in British Columbia, is open for an additional Agency. Must be good reliable house. Address H. J. Gardiner & Co., Fairfield Bldg., 445 Granville, Vancouver, B.C. 612

MANUFACTURERS' AGENT WITH FIRST rate British connection wishes to secure partner or amalgamate with other responsible agent who will undertake office management. Apply Box 52, Canadian Grocer. (710)

BUSINESS WANTED

WANTED TO HEAR FROM OWNER OF good Grocery or Merchandise store for sale. D. F. Bush, Minneapolis, Minn.

FOR SALE

MOTOR TRUCK—BRANTFORD DELIVERY truck, planetary transmission, hard rubber tires, 22 h.p., in 1st class condition; capacity, one ton. Has been used in general delivery service. Cost $1,500, for quick sale $500. J. A. McCrea & Son, Guelph, Ont. (626)

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. You can speak across the continent with a condensed advertisement in "Canadian Grocer" for two cents a word.

Try it out.

We Help You to Take That Holiday!

If you want to earn some extra money so you can take a vacation, a holiday this summer, we will help you. You supply a few hours of your spare time each week and we will supply the money. There are many people in your district who will read

MACLEAN'S MAGAZINE

if its real character is explained to them. They will readily subscribe if you ask them.

On each subscription we allow you a liberal commission. By giving three or four hours a week to this work you can earn several hundred dollars a year.

You will enjoy the work and will find it one of the best experiences you can get. We teach you how to SELL, how to approach men and get their orders. All you supply is a little spare time and work.

Send a postal card today, asking us to show you how we can help you earn a holiday trip this summer.

Circulation Department

MacLean Publishing Co., Limited

143-153 University Avenue
Toronto, Canada

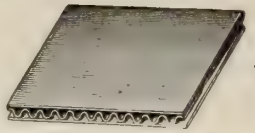
For Quick Packing, Room Saving

use the T. & N. Folding Cellular Board Freight Boxes

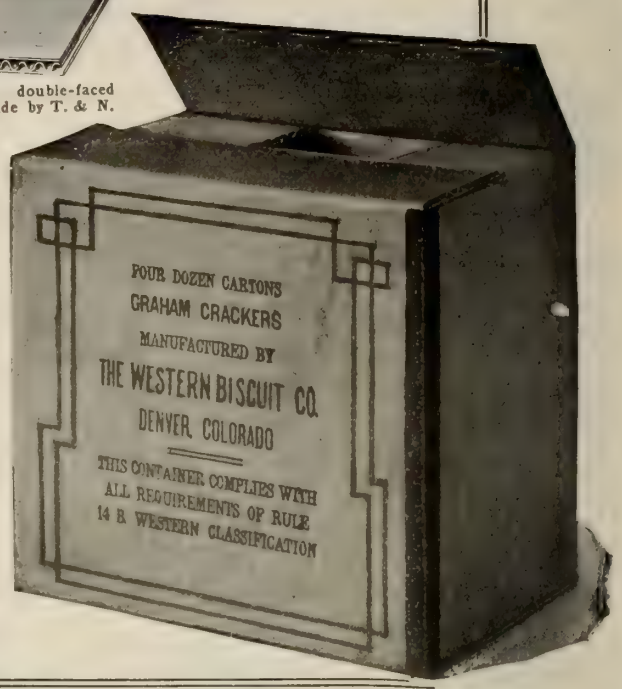
If you pay freight charges on the goods you ship, why not save by using T. & N. folding cellular board Freight Boxes? If your patrons pay, why not make yourself strong with them by saving half the weight on the packing case ?

These boxes are strong, withstand the shock of freight shipping, are quickly and easily packed without nailing or wiring. They come "knocked down" and therefore take up the minimum amount of room in your shipping department. They are cheaper than wood boxes too.

They're worth looking into. Let us know your requirements. Fill out coupon and send to us to-day.



Cellular Board double-faced corrugated. Made by T. & N. special process.



The Thompson & Norris Co. *of* Canada, Limited

NIAGARA FALLS, Ont.

Brooklyn, N.Y. Boston, Mass. Brookville, Ind.
London, England Julich, Germany

The THOMPSON & NORRIS Co. of Canada, Limited, Niagara Falls, Ont
Send particulars.

Name .....

C.G. Address .....

KNOX GELATINE MAKES PLEASED CUSTOMERS

KNOX GELATINE is so delicious, so pure and sparkling that your customers will never tire of the dainty desserts it makes. It is easy to prepare. Both KNOX No. 1 Sparkling Gelatine (unflavored) and KNOX No. 3 Acidulated Gelatine make two full quarts of jelly per package. The No. 3 package contains an extra envelope of Lemon Flavor,—a great convenience to your customers. Steady advertising makes KNOX GELATINE easy to sell; and it pays you a splendid profit out of the retail price of 15 cents per package.

"Make KNOX your gelatine leader."

CHARLES B. KNOX CO.

Johnstown, N.Y.

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Get After Camping Trade

Don't wait till you are asked for Canned goods, create the demand yourself. Make an attractive display in your window and watch the results.

We have a complete assortment of

Imported Canned Goods

"Le Soleil" Brand

The highest possible quality, packed for high-class trade, by the most sanitary process.

Petits Pois: Extra Fins, Tres Fins, Fins, Mi Fins, Moyens No. 2, Moyens No. 3.

Vegetables: Asparagus, Haricots, Macedoines, Flageolets, Artichokes, Spinach, etc.

Soups: Julienne, Tomatoes, Cerfeuille.

Mushrooms

F. Lecours - Paris

Quality Demand Price
Extra Choice, First Choice, Choice,
Gallipedes (Hotel)

Olive Oil

"Minerva" Brand
The Purest Imported.

Imported Castile Soap

Guaranteed 72% Pure Olive Oil.

None Better.

Laporte, Martin, Limitee

Wholesale Grocers

568 St. Paul Street - MONTREAL, Que.

Telephone: Main 3766

A Few Turns
—*the Elgin does the work*

Though a hand-propelled coffee mill it turns easily and grinds as rapidly as nearly every power machine made. The new style force-feed, **steel-cutting** grinders do not pulverize, but cut the coffee beans — quickly adjusted to all requirements. There are thousands of satisfied users —ask your friends. Any of these jobbers will give you our catalogue and lowest prices.

HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.
MONTREAL—The Canadian Fairbanks Co. (and branches); Minto Bros.
QUEBEC—Minto Bros.
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REGINA, SASK.—Campbell, Wilson & Strathdee, Ltd.
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VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.; Empress Manufacturing Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

Men who achieve business success

to-day are those who have an intelligent knowledge of the credit end of their business. They have it all at their fingers' end.

The Beverly One-Writing Account Register

enables the dealer to put his credit business on a profitable basis. It keeps him informed of every credit transaction—the exact amount owing, and how payments are being made.

The **Beverly** is the simplest, most efficient register on the market. It improves collections, enlarges sales and induces regular payment of accounts.

The **Beverly** does everything a big, bulky register can do—costs less—requires less space, is more convenient for storing in safe.

A three-year guarantee with every **Beverly.** The parts are made of aluminum, tag linen, spring brass, highly finished oak cabinet.

Write now for free booklet to

Lance & Culp

Canadian Sales Agents

22 Adelaide St. E., Toronto

Agents Wanted.

Manufactured by
The Beverly Register Company
Picton, Ont.

From Clothes-Pins, Up

You will find the "Cane" Woodenware perfect in finish and construction.

The years of service and the satisfaction that our lines have given, prove that they are absolutely reliable. Our washboards are made in 12 different styles, they meet every requirement and will prove a profitable line for you to stock.

Write for catalog on Cane's Washday Woodenware, very convenient for reference.

Your wholesaler can supply you.

The Wm. Cane & Sons Co.
LIMITED
Newmarket, Ont.

Sell the Sunkist

Orange with the *Different* Flavor

—the delicious Sunkist

Valencia

We are now creating a vast demand for this orange through our advertising.

The Valencia Sunkist is sweet, juicy and luscious, with a different flavor, a delicious orange-tang.

Easy to peel, and practically seedless.

Some are dark in exterior appearance, some lighter in color. But all are a deep red inside and sparkling with healthful juice.

Glove-picked, tissue wrapped, shipped on picking day—you get it absolutely *fresh*.

Don't buy merely "oranges." Order SUNKIST VALENCIAS.

GET SUNKIST LEMONS TOO.

Sell Sunkist Lemons. They make a hit with your customers, for they are the best-looking lemons to serve with fish and meats. Juicy, full-flavored and practically seedless. We are telling millions about them.

The demand will come to you just as soon as you display them.

Sell the "Sunkist" Brands They're what the millions want.

LEAVE THE WRAPPERS ON

as many of these oranges as possible, for the wrappers are good for premiums—Wm.Rogers & Son's Guaranteed Silverware.

We are advertising the value of these wrappers to consumers, so it's a distinct advantage to you to display them in your store.

California Fruit Growers Exchange

105 King St. East, Cor. Church **TORONTO, Ont.**

EVERY BARREL & HALF BARREL BEARS THIS STENCIL ON THE BARREL HEAD IN RED AND BLUE, OR IT IS NOT FIVE ROSES FLOUR · THE FULL-SIZE BARREL CONTAINS 196 POUNDS, THE HALF BARREL CONTAINS 98 POUNDS · ALSO PACKED IN BAGS OF VARIOUS SIZES

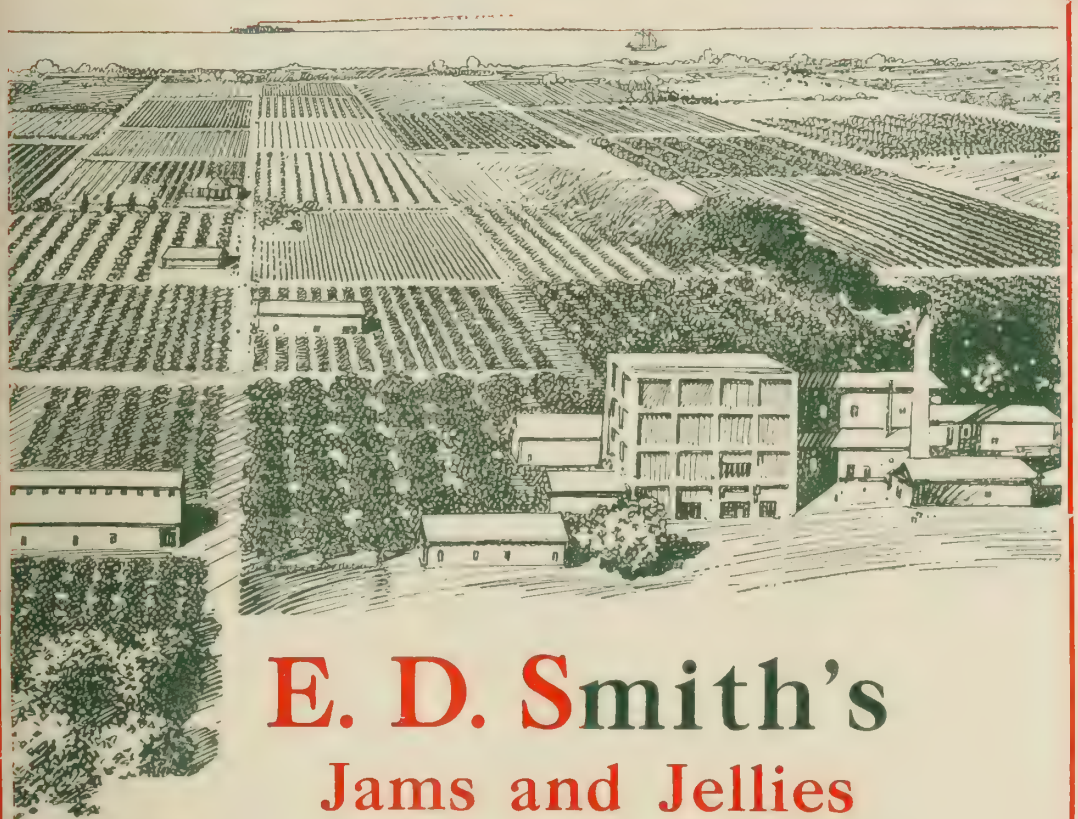
IN THIS ISSUE—CATERING TO THE NEWLY-WEDS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII. PUBLICATION OFFICE: TORONTO, JUNE 26, 1914. No. 26



E. D. Smith's

Jams and Jellies

the quality kind

—made from the finest fruits and the most perfect vegetables fully matured and ripened before packed—canned ready for use on the table only a few hours from the time they're picked, leaving no chance for them to become withered or decayed.

E. D. Smith's Jams and Jellies cost no more, but give the grocer and consumer the maximum amount of satisfaction. Place your order now.

E D S

E. D. Smith & Son Limited

WINONA, - - ONTARIO

AGENTS:

Newton A. Hill, Toronto. W. H. Dunn, Montreal.
Mason & Hickey, Winnipeg. R. B. Colwell, Halifax, N.S.
A. P. Armstrong, Sydney, N.S.

Orinoco

TUCKETT'S SMOKING

Tobacco

The "Old Jimmy Pipe" will hold twice the pleasure for your smoking patrons if you sell them Tuckett's Orinoco — the pure Virginia first quality tobacco rich brown, full of flavor.

It is mellowed and aged in Nature's own way — cool, biteless and mild, with the fine pungent aroma of the pure Virginia leaf. You'll be asked for it. It's a profitable line for your tobacco department.

ORINOCO
A MILD COOL SMOKING MIXTURE
TUCKETT'S ORINOCO
MANUFACTURED EXCLUSIVELY FROM THE FINEST SUN DRIED VIRGINIA LEAF

TUCKETT, LIMITED
Hamilton

The public has learned to like

CHASE & SANBORN'S
High-Grade Coffees

Therefore, it is up to you and us to see that their wants are supplied. That will mean satisfaction to three parties—the customers, you, and ourselves.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

Stop and Read

Successful salesmen find it profitable to keep posted on the articles they sell and recommend to their patrons. The majority make it a point to look over this page carefully from week to week. They know that articles here advertised are high quality, dependable lines, that make good selling at all times.

We, as agents, neither advertise nor sell any lines that we cannot personally vouch for and the quality of which we have not proved. The more you get acquainted with these quality lines the more you will recommend them.

Here are a few—it will pay you to look for others in coming issues.

Stower's Lime Juice Cordial

pleases the most fastidious palates. Already sweetened, just add water and you have a most wholesome drink.

Cox's Gelatine.

Served with fruit, Cox's Instant Jelly Powder makes a delicious dessert. Perfectly pure—British made.

Griffin & Skelley Dried Fruits.

Seedless Raisins, Prunes, Apricots, Peaches and Pears in all their original goodness. A revelation to the grocer who has been handling other brands.

Taylor's Peels (Candied or Drained)

Lemon, Citron, and Orange Peels, made from best imported fruit skins. They are tender and represent the height of quality.

Codou's Macaroni, Vermicelli, Etc.

Made of finest Taganrog Russian wheat. Genuine French products made by Felix Codou.

Thistle Brand Fish

Are caught right and canned right. They retain the fresh sea flavor.

Arthur P. Tippet & Co.

AGENTS

Montreal

JOHN BURGESS & SON, Limited

Sauce and Pickle Manufacturers

LONDON, ENGLAND

The firm was established in 1760 and for over 150 years has been manufacturing goods which have stood and still stand

PRE-EMINENT IN QUALITY.

ESSENCE OF ANCHOVIES
Savoy Sauce
M. M. PICKLE
Chutnies
Capers
Fish Pates, Etc.

THERE MAY BE GOODS AT LESS PRICES, BUT THERE ARE NONE OF EQUAL VALUE.

Write to or call on the Sole Agents in Canada

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West, - - TORONTO

The OVERSEAS EXPORT CO., Limited

CHRISTIANIA, NORWAY

NORWEGIAN SARDINES

IN PURE OLIVE OIL

We can offer you the finest quality at the lowest price

Write to or call on the Sole Agents in Canada,

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West

TORONTO

Milk for Borden's Evaporated is Homogenized

The most improved methods known to science for purification of milk are used in the preparation of Borden Milk products. By selling Borden's you give your customers milk in the purest form.

Our Evaporated Milk serves all the purposes of milk fresh from the cow. For drinking, cooking and making ice cream, candy, desserts, etc., it is unsurpassed. It imparts a rich creamy flavor to coffee, tea or cocoa.

Do not overlook the good percentage of profit that can be earned by keeping these Borden Quality lines to the front. Customer satisfaction assured.

Borden Milk Company, Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver, B.C.

POTATO CROQUETTES

VEAL SOUPS

DOUGHNUTS

Whittaker's English-made Jams and Marmalade

New Season's Whole Fruit Strawberry

New Season's Whole Fruit Raspberry

New Season's Black Currant

Quality unsurpassed. Competitive prices

ORANGE JELLY MARMALADE

Brilliant in Colour

Delicious in Flavour

A big seller wherever introduced

Please call on or write to the Sole Agents in Canada,

DAVIDSON-BOWLES, Limited

86 Wellington Street West **TORONTO**

JAPAN TEAS

Furuya & Nishimura
Montreal

Surplus Onion Setts for Planting

We offer surplus of our extra fine stock as below, subject to previous sale. Wire your orders at once.

ONION SETTS.

Dutch Setts, Yellow	$12.00
Dutch Setts, White	13.00
Dutch Setts, Red	12.00
White Multipliers (extra fine)	18.00
Shallots or Multipliers	8.00
Garlic Setts	15.00

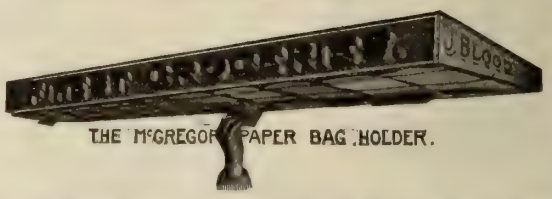
Spread your Onion Setts out thinly in a cool, dry place promptly on arrival, and prevent heating and growth.

Write us for anything you need in Seeds.

Toronto Phone Main 1510.

WM. RENNIE CO., LIMITED, TORONTO

A store convenience — costs little — gives big service



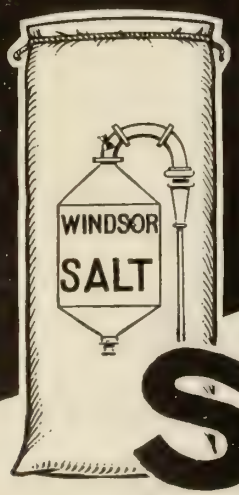
Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

WINDSOR SALT



You want to sell what your customers want to buy.

You *know* that practically every one of your good customers wants Windsor Salt—which is a good reason for your handling it, isn't it?

CIRCULAR STYLE

DRY DUSTING MOP

You can retail this style mop at 75c.

YOUR PROFIT IS 50%

On the Tarbox "no oil" Mop. It is chemically treated. It collects dust and holds it.

The Tarbox is a better mop at a lower price—a popular price which is 25 per cent. less than imported mops. It is easier to sell and yields you a larger profit. Sell the

TARBOX

DRY NO OIL DUSTLESS

Mops and Dusters

They satisfy every user. Every user will help you to sell more. That's a fact.

Stock the Tarbox Mops TO-DAY. Get the larger profit and sell for the lowest price.

Supplied through Jobbers

Write NOW for our proposition.

TARBOX BROS.

274 Dundas Street : TORONTO

New "Aylmer" Strawberries

In **Tin** or **Glass**. Extra Heavy Syrup.

New Pack is now ready for shipment.

Buy now to secure your requirements.

Ask Travellers to show you the new jar for Aylmer Pure Strawberry Preserves---An entirely new jar with a special top put on by expelling the air, and which ensures absolute freshness, and freedom from mold.

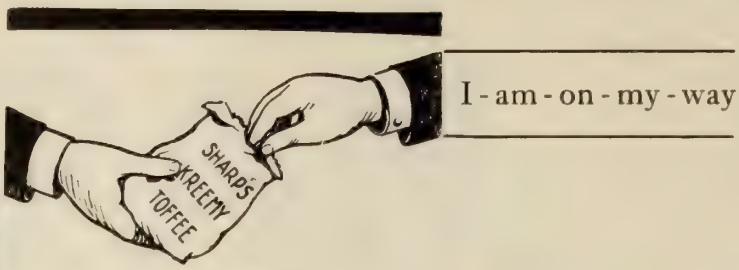
Aylmer Strawberry Jam has no superior.

Quality is guaranteed by

Dominion Canners Limited

Hamilton, Can.

Kreemy Grocer



Kreemy Kid

The Kreemy Grocers of Canada are the men who keep smiling on their FAST sales and Fat profits on that

ONE and ONLY TOFFEE

"SHARP'S KREEMY"

These men buy it like sugar in 100-lb. lots, some retail it out in one, three ond five-cake lots, while others sell it bythe dozen cakes.

Any Canadian merchant, who will place a fair display of this TOFFEE on his counter, will be rewarded by a rapid sale and liberal profit, and then after that—your same customers will be back for more and more and more of it.

"KREEMY" is the most delicious, free chewing Kreemy Toffee ever offered to the Canadian Public.

Mail your orders to any of our representatives (direct) and they will supply any quantity you desire.

Made at Maidstone, England, by EDWARD SHARP & CO.

THE HARRY HORNE CO. of Toronto—For Ontario.
Howe, McIntyre & Co. of Montreal—For Quebec.
Geo. S. DeForest & Sons of St. John—For New Brunswick.
J. S. CREED of Halifax—For Nova Scotia.
LEADLAY LIMITED of Winnipeg—For Manitoba and Saskatchewan.
Hamblin & Brereton of Vancouver—For British Columbia and Alberta.

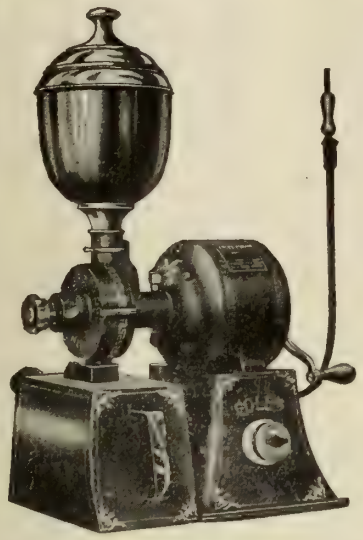
NOW MADE IN CANADA

WRITE YOUR JOBBER TO-DAY FOR

NEW PRICES

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

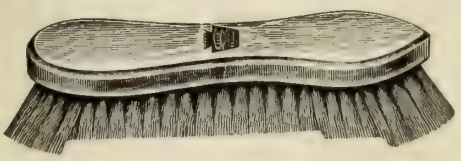
Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

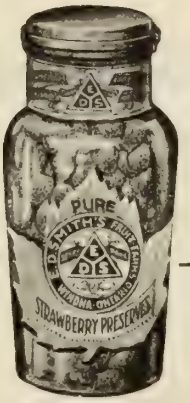


The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
Port Elgin, Ontario.



Just packed —all ready for your customers

All the deliciousness of the red, juicy, freshly picked strawberries from the E. D. S. fruit-farms is carefully preserved in the E. D. S. packing. The absolute purity and superior quality of this brand creates a demand that is usually greater than the supply. We would advise that you place your order now for the new pack of E. D. S. Strawberry Jam.

Prompt delivery assured.

Made only by

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
A. P. ARMSTRONG	Sydney, N.S.

E D S

The Seasoner That Sells All Seasons

Purity Salt is a line that gives entire satisfaction throughout the year to both dealer and consumer. PURITY SALT is rightly named because it consists exclusively of fine, dry, even crystals free from all foreign substances.

It is pure—that is why the women think so highly of it. Good profits assured. Insist on getting **Purity** when next ordering.

The
Western Salt Co., Limited

COURTRIGHT, ONTARIO

The cost of installing is the only cost

No grocer to-day can overlook the fact that he requires a Coffee Mill of some kind.

THE ELGIN National COFFEE MILL

covers every requirement of every grocer in Canada from all standpoints. It is operated by a few easy turns, and grinds quickly without pulverizing the coffee, owing to it being equipped with the new **force-feed steel-cutting** grinders and special adjuster

Write for latest catalog.

HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.
MONTREAL—The Canadian Fairbanks Co. (and branches); Minto Bros.
QUEBEC—Minto Bros.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); The Codville Co. (and branches).
REGINA, SASK.—Campbell, Wilson & Strathdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, ALTA.—The A. MacDonald Co.; H. H. Cooper & Co.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
FERNIE, B.C.—The Western Canada Wholesale Company, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.; Empress Manufacturing Co.

MADE BY **Woodruff & Edwards Co.**
ELGIN, ILL., U.S.A.

Get this fellow working for you

Right now, during the Spring housecleaning season, **Bull Dog** Specialties will pull and hold good trade to your store. The profit makes it worth while stocking these lines.

Bull Dog Cleansers

Clean up everything

Bull Dog Ammonia Powder, **Bull Dog** Chloride of Lime, **Bull Dog** Borax, **Bull Dog** Liquid Blueing, **Bull Dog** Liquid Ammonia.

Order your supply now.

The John B. Paine Co., Ltd.

TORONTO, Ont. MONTREAL

AGENTS:—Marshall Brokerage Co., London, Ont.; W. Lloyd Lock & Co., Winnipeg; Jackson's, Ltd., Calgary; Geo. C. Benjamin, Edmonton, and all wholesale houses.

"COW BRAND" Baking Soda

Over Seventy Years the Leading Household Requisite

For trade satisfaction and profit there is no line of Baking Soda quite so good as **Cow Brand.**

Customers have expressed their confidence in its work and it needs no long argument to point to the advantage of your stocking it.

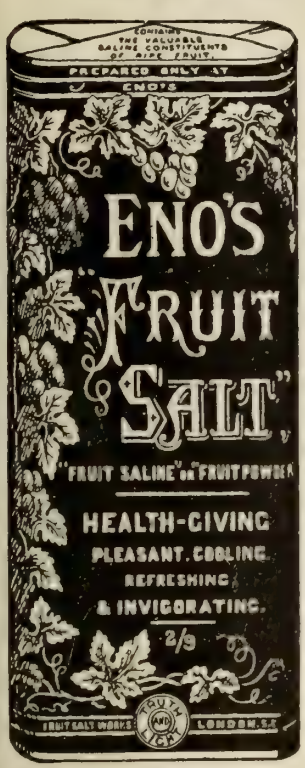
Your wholesaler will supply you.

CHURCH & DWIGHT
Limited

Manufacturers MONTREAL

Every Household and Travelling Trunk ought to contain a bottle of

ENO'S "FRUIT SALT"



A gentle, natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for more than forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

The average grocer has more complaints on flour than on any other staple he handles; every woman is jealous of her ability as a bread-maker, and is an exacting critic of flour.

You can satisfy your trade, and make it more profitable, by handling the best in flour—that means Quaker.

Let us tell you how we will help introduce Quaker Flour to your trade. Write us today.

Total Flour Capacity
5,000 Barrels Per Day
Sold the World Over

QUAKER FLOUR

Made by the Manufacturers of
Quaker Oats, Puffed Wheat, Puffed Rice, Etc.

The Quaker Oats Company Peterborough, Ont., and Saskatoon, Sask.

(622)

English Brewed Ale and Stout

The most healthful drink of old England is KOPS ALE, brewed from finest Kentish hops. It is in enormous demand in all parts of the world, and our several breweries, situated in London, Birmingham and elsewhere, are kept busy all the year round.

Kops Ale or Kops Stout

will be found the best for luncheon or dinner, and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. THEY ARE ABSOLUTELY NON-INTOXICATING. Good for all the year round trade. Let us correspond with you and send you Analytical report with other information.

CANADIAN AGENTS:—Nelson, Shakespeare, Watkins, Ltd., Vancouver, B.C.; Ruttan, Alderson & Lound, Ltd., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; Royal Stores, Ltd., St. John's, Nfld.

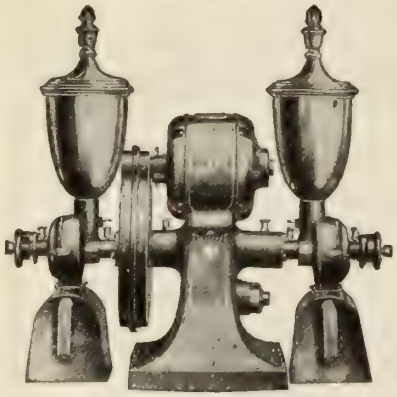
KOPS BREWERIES, London, S.W., England

Mr. Grocer—

Do you know how many of your customers go elsewhere to buy their coffee because you do not grind it the way they want it ground?

Install a HOBART ELECTRIC COFFEE MILL and get a quick answer.

Hobart
REG U.S PAT OFF



stands for---

The Best, Quick, Up-to-the-minute Service.

Willing coffee-selling clerks, because it is easier for them to snap the button than to grind away on an old hand mill.

Increased sales, therefore increased profits.

Satisfied customers.

HOBART builds Electric Coffee Mills to suit every need.

Write to-day for Catalog. It is free.

The Hobart Manufacturing Co.

105 Church St., Toronto, Ont.

RYAN BROS., 110 James Street East, Winnipeg, Agents for Manitoba, Sask., and Northern Ont.

Clark's Pork and Beans

PLAIN CHILI TOMATO SAUCE

FOR

QUICK RETURNS

and

GREATER PROFIT

The connection between QUICK RETURNS and SUCCESSFUL BUSINESS OPERATION is obvious to every business man.

Other brands may appeal to you on the score of price, but the capital invested in stock which lies on your shelves is LOSING, not BRINGING RETURNS.

Clark's Pork and Beans Sell

best of any, and consequently earn you a greater profit, in addition to giving you the reputation of selling THE BEST.

ORDER NOW

W. CLARK, LIMITED, MONTREAL

1914 CROP APRIL PICKINGS JAPAN TEA

—the finest sample that comes to Canada, packed by Hellyer & Co., expressly for our trade in 50-lb. boxes and 85-lb. half-chests, to retail at 50c. Branded Tartan Fancy Leaf.

Also 200 half-chests Rob Roy Japan packed by the same firm, to retail at 25c.—the cheapest Green Tea in the world.

Samples on application, or you can consult our travellers.

BALFOUR, SMYE & CO., Wholesale Grocers, **HAMILTON, ONT.**

The only Essence that really retains the flavor, strength and fragrance of the best coffee is

SYMINGTON'S COFFEE ESSENCE

Your customers know this, and you will find a steadily increasing demand for our goods. Consistent up-to-date advertising fosters the regularly increasing sales.

ORDER YOUR STOCK TO-DAY

Thos. Symington & Co., Edinburgh and London

AGENTS:—Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.

WHEREVER

WHEREVER

hands are soiled
SNAP is needed

At the Office, Store, Bank, Printer's Factory, Garage and in the home, **Snap** is a daily necessity. It cleans the pores, refreshes the skin, leaving it clean and velvety.

There is a big sale for this quality hand cleaner.

Snap Company, Limited
Montreal

Tobaccos that pull

Smokers, as a rule, are very consistent over the brand of tobacco they smoke. That is why Rock City Lines are so much in evidence.
Make a display of these three—you will be surprised at their "**pulling**" power.

"Rose Quesnel"

Smoking Tobacco. Sweet—fragrant—pure. Does not scorch the tongue. A smoke that "**satisfies.**"

"Master Mason"

Another high-grade **Smoking Tobacco** that is sure to please.

"King George"

Navy Plug Chewing Tobacco. Without a doubt the "King" of all chewing tobaccos. Unexcelled for its non-irritant properties.

Let us hear from you—our terms will prove attractive.

The Rock City Tobacco Co.
LIMITED
Quebec **Winnipeg**

St. Lawrence

Extra Standard Granulated.

The Sugar that is 100 per cent. pure cane.

The Refrigerator That Meets the Most Insistent Demand

The **Arctic** has a reputation that cannot be overlooked. It has won its laurels from its handsome appearance, satisfactory service and its durability. Its dry cold circulating air system cannot be beaten.

Catalog sent upon request.

John Hillock & Co., Limited
TORONTO, ONT.

Agents: Quebec and Maritime Provinces: Wolf, Sayer and Heller
Western Ontario: J. H. Galloway & Co., Hamilton

Now comes your busy season for SUGAR

Mistress Housewife has already started to put up her Strawberries. Soon she will be ready for the Raspberries. Then will come Peaches, Pears and Plums—Jams, Jellies and Sweet Pickles.

This is your opportunity to make friends, and make money, too, by filling all orders for Sugar out of the six original packages of

Redpath

Extra Granulated

SUGAR

In 10, 20, 50 and 100 pound Cloth Bags

In 2 and 5 pound Sealed Cartons

The original packages save time and waste in weighing — save losses through broken paper bags. The name "**REDPATH**" is the only guarantee your customers need—the name tells the quality.

Canada Sugar Refining Co., Limited, Montreal

The New Welch Plant at St. Catharines, Ont.

So that we may give our constantly increasing patronage in the Dominion the service and attention it deserves, we are erecting a completely new and thoroughly modern plant at St. Catharines, Ontario, for the production of

Welch's

Grape Juice

Situated as our St. Catharines Plant is in the heart of the splendid fruit section we shall be able to encourage the growers of Concord grapes to a still greater and better production, just as we have in our other locations.

The St. Catharines plant will be finished and in operation in October, when Concord grapes are ready.

Dealers who are unacquainted with the solid trade advantages to them in handling Welch's are requested to write us at once. Welch's is now sold by leading jobbers throughout the Dominion.

Write us for our dealers' helps, store advertising material, etc.

The Welch Grape Juice Company

WESTFIELD, N.Y.

HOLLAND
CONDENSED MILK

Excells the ordinary condensed milk—its purity and quality is unsurpassed. A most excellent seller. A trial will convince.

Our prices will interest you—look over our lines carefully. We import direct. Write now.

WOLFE & SERLUI

248 Notre Dame West, Montreal

Agents: We have a proposition for you also for Gouda Cheese and Edam, Holland Herrings, Superb Anchovies, Dutch Biscuits, Rice, Barley, Spices from Dutch Colonies, etc.

BUY

STARBRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

7-20-4

These figures do not represent any sum of money. They stand for one of the best ten cent smokes on the market.

7-20-4

is made from choice leaf only, and has proven itself a seller wherever introduced.

We Want Live Representatives.

THE SHERBROOKE CIGAR CO., Limited

Sherbrooke, P.Q.

For You!!

Have you investigated our Turkish **Delight Proposition?**

A few dealers thought there was "nothing to it" until they got prices and samples. **Then they** started to **sell**, and have been increasing all along.

Sultana Turkish Delight is really rich, and a profit-winner.

Write

Oriental Produce Co., Montreal

You Are Invited

We don't expect every grocer to talk our product, but if you have ever seen us make

Shredded Wheat

your enthusiasm will lead you to speak a good word for it upon every favorable occasion. You simply can't avoid talking about it. "The Home of Shredded Wheat" is visited every year by over one hundred thousand persons from all parts of the globe. This helps make business for you. Are you getting your share? We would like to have every grocer in Canada visit this beautiful plant.

TRISCUIT is the Shredded Wheat Wafer — a crisp, tasty, whole wheat toast—delicious with butter, cheese or marmalades. Shredded Wheat Biscuit is packed in odorless spruce wood cases, which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

Made By

The Canadian Shredded Wheat Co. Limited
Niagara Falls, Ont.

Toronto Office: 49 Wellington Street East

(58-A)

50 years "know how"

OCEAN BLUE is the result of 50 years "know how"—and quality has always been the first consideration. It is to-day.

The 5 cent package represents more than 5 cent quality. Nobody realises that more than the user.

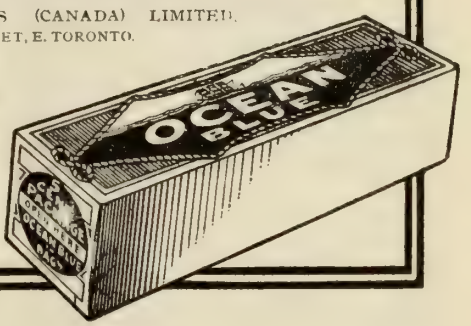
OCEAN BLUE

STRENGTH, ECONOMY, BRILLIANCE, is a wash-day memory that always lingers.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
33 FRONT STREET, E. TORONTO.

Western Agents:
For Man., Sask. & Alta.
Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117 Arcade Buildings Vancouver, B.C.



Century Salt

Pure, even crystals

This is the evidence of the extreme care taken in the refining and packing of Century Salt. The salt that is best for table or dairy. Every store should handle Century. Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads

THE DOMINION SALT Co. Limited

SARNIA - ONTARIO

CAN-O-WAX

a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.

CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.: Montreal, Que.; St. John, N.B.; Halifax, N. S.; Regina, Sask.; Calgary, Alta.; Nelson, B.C.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and exten ds from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & CO.
TORONTO
Ontario representative for
D. S. PARTHENOPULO
Patras, Currants
Importers of Texan Rices, White Beans, Lentils, Imported Canned Goods, etc.

CHARLES H. COLE
Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.
New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS
TORONTO, - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."

W. H. Millman & Sons

General Sales Agents for Canada

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

AGENCIES SOLICITED
Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.
M. D. BEARD
50 Front St. East TORONTO

W. G. A. LAMBE & CO
TORONTO
Established 1885
SUGARS FRUITS

ONTARIO (Continued)

HENRI D. LEEUW
28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE: EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

COLLECTIONS
Accounts and claims of every nature collected everywhere. Send for free booklet C and forms.
COMMERCIAL COLLECTION CO.
77 Victoria St., Toronto, Ont.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
Importer, Wholesale Broker and Manufacturers' Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers
WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering All the Wholesale Centres in the West

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue Winnipeg

H G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
Wholesale Commission Merchant and Grocery Broker
757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Lt d
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG, MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, Vancouver, B.C.

O'Loane, Kiely & Co., Ltd.
Wholesale Grocery Brokers and Commission Merchants, Canned Goods, Dried Fruits, Cereals and Grocers' Sundries, Buyers' and Sellers Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Trackage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
References: Bank of Montreal, Bradstreet and Dun. VANCOUVER, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A. B. C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION

Amongst the Jobbers and Retailers

I am open for a few more agencies, and can handle them to advantage.

Have You a Line of Candy Gross Goods?

CLAUDE BEAUCHAMP

223 Commissioners St., Montreal.

The
Condensed Ad.
page
will interest you

IT IS POPULAR

and growing more so.

MAPLEINE

should be in all first-class stores.

ORDER FROM

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Or

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WN.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT ad. in this paper.

BRAND **STUHR.**

STUHR'S

CAVIARE
FILLETED ANCHOVIES
(In Brine).
ANCHOVY PASTE
(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

The failure to stock some standard commodity may be the means of a merchant losing trade.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth
18 Powders for 25 cents
DIRECTIONS

are recognized everywhere as a specific remedy in all cases of headaches, and they can be recommended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try **Mathieu's Nervine Powders** yourself at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is recognized as a safe and effective cure.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

OAKEY'S

The original and only Genuine Preparation for cleaning cutlery.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

BLACK JACK

QUICK
CLEAN
HANDY

TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case

The Washboard's Exit

When the housewife introduces into her weekly wash the wonderful little tablet cleaner,

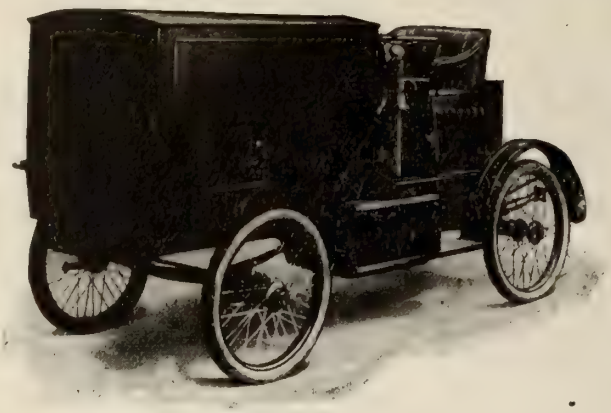
"VIG-NOL"

she says good-bye to her washboard. "Vig-Nol" is absolutely harmless to the finest fabrics and the hands. It cleanses thoroughly without a rub and reduces the amount of soap used. Special introductory offer for new districts. Write to-day.

H. NAGLE & CO. P.O.Box 2024 **MONTREAL**

JOBBERS—WRITE FOR DISCOUNTS

Young Co., Ltd., Sudbury, Ont., distributors

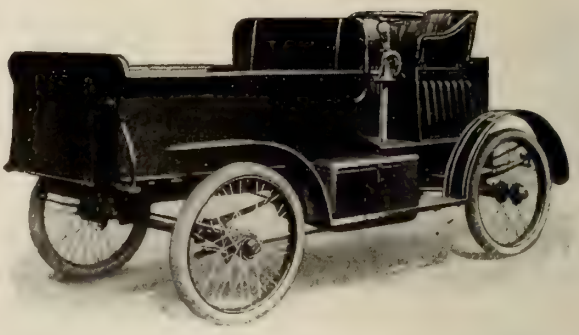


Modern Delivery

The MOTOKART is the last word in the up-to-date City Transportation of light-weight merchandise. It will increase the yearly profits of every merchant with moderate size and weight goods to deliver. Let us show you how The MOTOKART can be adapted to your needs. If you do not know our local agent, write us direct. Your competitors are, or will be, availing themselves of this new means of rapid, economical delivery. Why not be the first in your line and vicinity, letting your trade see that you are up-to-date, progressive, wide-awake and earnest in your desire to cater to them and give them the best possible service—MOTOKART delivery?

Capacity, exclusive of driver, 500 lbs.

PRICE, Open or Closed Body, $365.00



THE MOTOKART COMPANY

Factories:—Peekskill and Tarrytown, N.Y.
General Offices:—1790 Broadway, New York City.
Address all correspondence to New York Office.

Canadian Canners

What's your idea regarding glass packages? Isn't it a fact that the only reason you have not put your product in glass has been because there was no satisfactory closure? Since the Anchor Cap was perfected, in the United States particularly, every packer has either changed or is preparing to change from tin to glass containers. The glass package with Anchor Cap compares favorably in cost with the tin container; it allows good goods to be properly shown, and the consumers are highly gratified at being able to procure a package which they know to be hygienic in every respect.

Anchor Caps will seal tumblers, bottles, or jars, as desired. All Anchor Caps are perfectly air-tight; and may be used either with or without a Vacuum. Anchor Caps are made in Toronto, and all Canadian glass manufacturers supply glassware for Anchor Caps.

It will be to your interest to have the merits of the Anchor Cap demonstrated in your own factory under your own local conditions.

Anchor Cap & Closure Corporation of Canada, Ltd.

Sudbury St. West, Foot Dovercourt Road
TORONTO, ONT.

Push The Higher Grades

We do not ask you to push the higher grades of Red Rose Tea from the mere standpoint of extra profit, but because the higher grades have a superior flavor. They are also equally economical. For every 10 cents increase in price there is a corresponding increase in the number of cups to the pound. So that you are in reality doing your customer a good turn when you persuade her to pay 10 cents more a pound. The cost per cup of tea is no greater, and she gets the extra richness of flavor thrown in. And you get from 13 to 19 per cent. extra profit.

T. H. Estabrooks Co., Limited, St. John, Montreal, Toronto, Winnipeg, Calgary

Jam helps housewives reduce the high cost of living

There is always a brisk demand for the high quality, pure, delicious Banner Brand Jams, Jellies and Marmalades. Customers appreciate its economy and deliciousness—the useful tumbler container is an additional inducement that makes them buy.

L. & B. Banner Brand Jams are made only of pure fresh fruits and Cane Sugar. One order makes repeats follow.

Your jobber will supply you with any assortment of flavors in tumblers, 12 oz. glass jars, or No. 2 and No. 5 gold-lacquered pails.

Lindners Limited

WINNIPEG — 306 Ross Ave.

TORONTO — 340 Dufferin St.

REPRESENTATIVES:

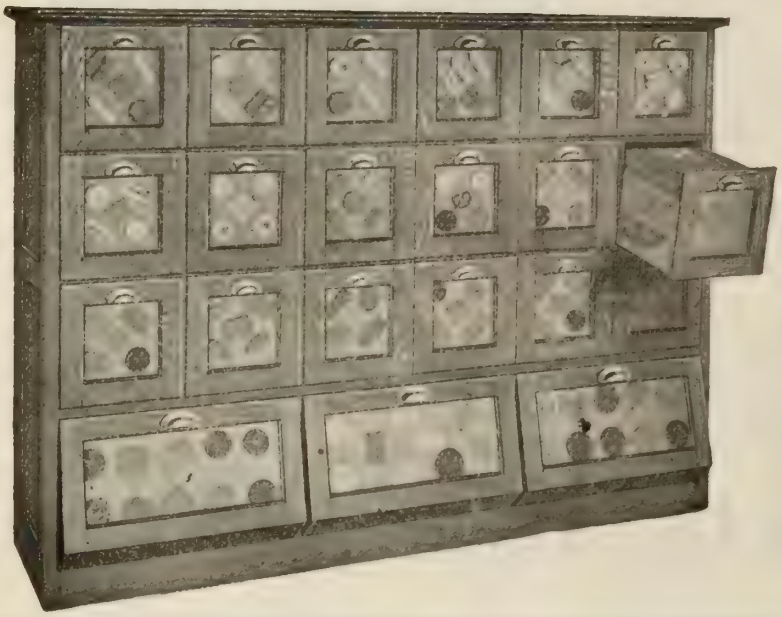
Watt & Scott, Limited, Montreal; H. D. Marshall, Ottawa, Ont.; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6′ long and 54″ high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.



Stock lengths are 6′, 8′ and 10′, but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.

Walker Bin & Store Fixture Co.,
LIMITED
Berlin, Ontario

Representatives:
Manitoba:—Watson & Truesdale, Winnipeg, Man.
Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.
Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.
Montreal:—W. S. Silcock, 33 St. Nicholas St.
Maritime Provinces:—R. R. Rankine, 46 Adelaide St., St. John, N.B.

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake Manitoba

A Profitable and Quick-Selling Line

10c. TRADE MARK KING REGISTERED PAT'D JAN. 1900 FLY KILLER 10c.

Neat, Effective, Light, Durable
SELLS ON SIGHT

THE Wire Netting, which is securely fastened to a neat Wood Handle, is practically invisible; the air passes perfectly between the strands, and the stroke to dispatch the fly is delivered surely and effectively. Kills without crushing, and does not soil the most delicate fabrics or injure the highest polish.

Put up in boxes of One Dozen. Each box of the "King" contains a Counter Display Stand for Six Killers.

"KING" 85c. per dozen
"SWAT-STICKA" 45c. per dozen

5c. TRADE MARK SWAT—STICKA REGISTERED SWAT-STICKA FLY KILLER 5c.

Obtainable from Wholesale Grocers and Wholesale Hardware Firms

J. A. Hendry, 75 PRINCESS STREET KINGSTON, ONT.
Agents for the Dominion of Canada

THE MOST CONVINCING PROOF

of the growing demand for QUALITY is the remarkable increase, week after week, in the sales of SALADA TEA.

THE SALES FOR LAST WEEK ALONE SHOWED AN INCREASE OF 38,444 LBS. OVER THE CORRESPONDING WEEK LAST YEAR.

A total increase to date this year of 603,861 lbs.

QUALITY TELLS

"SALADA"

Bears the seal of public appreciation. Concentrate your sales on this **quality** tea. Remember, the sale is **absolutely guaranteed.**

TORONTO, MONTREAL. LONDON, ENG.
New York, Boston, Buffalo, Chicago, Detroit, Philadelphia, Pittsburgh

Hang this in your window when you are displaying

Bertrand's Macaroni

You know what **Bertrand** stands for. If it were not the synonym for highest quality the pride of place as far as macaroni manufacture is concerned, would not have been held since 1825.

Three immense factories in France are kept running night and day to provide the needs of all.

Order Well Ahead.

Henri Jonas & Co.

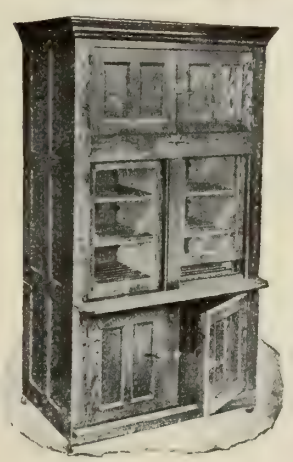
MONTREAL

Sole Agents Canada and U.S.A.

You Stand to WIN

by sending for particulars of the LEADER among refrigerators for over 28 years—the **EUREKA.**

We are proud of our enviable reputation and place the utmost confidence in the capabilities of our product. That is why every EUREKA turned out **carries our guarantee,** and when we say that the EUREKA will pay for itself in a single season, **we mean it.** Put it up to us to prove our statement **—we can do it.**



It will pay you to get acquainted with the exclusive merits of the EUREKA system of economic refrigeration.

Refrigerators come and refrigerators go, but the EUREKA stands out pre-eminent.

Write us that inquiry NOW, while your mind is on it.

EUREKA Refrigerator Co., Limited

31 Brock Ave. TORONTO

Let us introduce Colman's SAVORA to you

The new delicate, appetizing condiment

for meats, soups, fish, etc.—a condiment that combines delicate aroma with delicious flavor.

This new appetizer needs only to be tried to be appreciated—one taste will convince you that it will meet the popular approval.

Why not write a postal to-day, asking for a small trial order? Try a bottle yourself at our expense.

Magor, Son & Co., Limited

AGENTS FOR DOMINION OF CANADA

403 St. Paul St., Montreal **30 Church St., Toronto**

Sing-a-song-a-Sixpence, a Pocket full of Rye,
Four and Twenty Black Birds Baked in a Pie.
When the Pie was opened the King began to sing:
"That's the way I want my chef to sweeten
everything.'
Crown Brand Corn Syrup
So many kinds of delicacies can be made with Crown Brand Corn Syrup—Delicious Candies that are simple to make! Good to eat, too, because Crown Brand Syrup is absolutely pure. Think of the fun of making them, and how little the cost. ¶ Kiddies love Crown Brand Syrup on bread. It is an excellent sweetener and lends a delicious flavor to cakes, puddings and pastry
¶ Our Free Recipe Book tells how to use it in a host of dainty dishes. Send for it. Address Montreal Office.
The Canada Starch Co. Limited
Manufacturers of The Edwardsburg Brands
MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER
MINCE PIES
1 Pound of Lean Boiled Beef
1 Cup of Crown Brand Syrup
1 Pound of Tart Apples
One Half-pound Chopped Suet.
One Half-pound cleaned Currants
1 Pound of Seeded Raisins.
One-quarter Pound of Citron, cut up fine
One-half Pound of Brown Sugar
One-half Pint of Cider
1 Teaspoon each of Salt, Pepper, Mace Allspice, Cloves and Nutmeg
1 Tablespoon Cinnamon
1 Cup of Brandy and one of Wine
Mix all thoroughly, and warm on stove until heated through. Remove from fire, and when nearly cool, add brandy and wine. Put in a crock, cover it tightly. Keep perfectly cool, but do not let it freeze. Will keep good all winter

"Sing-a-Song of Sixpence," a pocket full of Profits

That's the happy frame of mind of the merchant who carries the long famous and ever popular

Crown Brand Corn Syrup

The best table syrup—well advertised in great big space twice as wide and twice as high as this small reproduction. No wonder it is a great profit-bringer. **Write us for prices.**

Canada Starch Co., Ltd.

Montreal Cardinal Brantford

CANADIAN GROCER

VOL. XXVIII JUNE 26, 1914 No. 27

A Big Business Built Up Chiefly on Advertising

Something About the Glasgow House, Regina, and the Man Behind, R. H. Williams—He Ran His First Ad. in 1888, and Has Continued Advertising Ever Since—A Fine Grocery Department.

REGINA Sask.—R. H. Williams, like many old-timers in the Regina, Sask., district, followed the prairie trail from Winnipeg, arriving in what was then the hamlet of Regina in 1881. All this distance he travelled by ox-cart, and it was not until late in the fall of the following year that Regina was linked up with the East by means of the C.P.R. It is considerably over thirty years since then, and to-day Mr. Williams is to be found at the head of one of Saskatchewan's largest retail establishments, the Glasgow House, Regina.

Mr. Williams' start in the West was on a limited scale. Coming West from Stainer, Ont., for a number of years he was identified with the line of business which he had followed in the East, that of building and contracting. The first intimation Regina public had that Mr. Williams had gone into the retail business was an advertisement which appeared in the Regina Weekly Leader of Tuesday, August 28, 1888, in which it stated that "the business so long carried on by Alex. Sheppard having changed hands, will now be known as the Glasgow House." The advertisement announced that a full line of "dry goods, millinery and groceries" was always kept on hand, and that farm produce would be taken in exchange for goods.

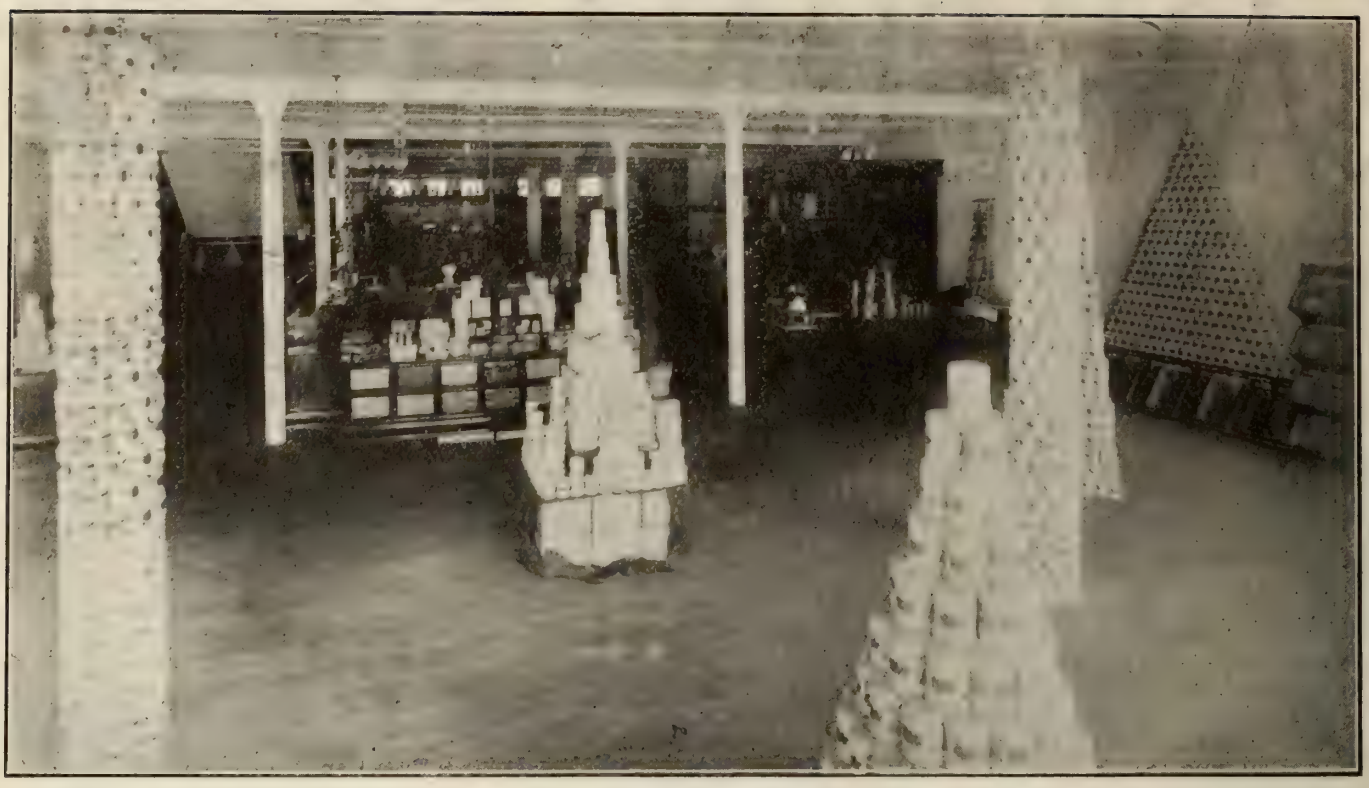
From that day to this the promoters of this retail house have always been firm believers in the art of advertising, and have made liberal use of printer's ink. This fact has no doubt been in a large measure responsible for the phenomenal development of the business under the continuous management of Mr. Williams.

Largest Ad. on Record.

The Glasgow House, Regina, has the distinction of having run the largest advertisement every published by a departmental store in a single edition of any newspaper in Canada. A twenty-page ad. of R. H. Williams & Co. appeared in a local Regina paper not long ago, nothing approaching the magnitude of which has ever been attempted in the whole Dominion. This unique form of publicity demonstrated clearly the possibilities to which the realm of advertising may yet attain.

Even in the early stages of their business, the firm realised that advertising was a big factor in the building up of a business, and the old files of the local papers show that they used more space than any of the other local merchants. Instead of writing up an ad. and allowing it to run from one year's end to another without a change, as seemed to be the general custom at that time, it is interesting to note that the Glasgow House advertisement was changed after running two weeks, to announce a fall millinery opening, and that they have adhered closely to the policy of continu-

A recent trim in the grocery window of the Glasgow House, showing a number of package goods powders, and on the right toilet soaps. On the left are housecleaning



Interior view of the grocery department of the Glasgow House, Regina, Sask. Note the unique showing of canned goods in pyramids and around pillars.

ous and up-to-date advertising ever since.

Population Easily Counted Then.

Regina in the early eighties was mostly spread along South Railway Street, and passengers on the C.P.R. trains could easily take the census by simply counting the number of people on the station platform. Business was begun in what is now Kelly's Drug Store, on South Railway Street, which runs parallel to the C.P.R. tracks. Only twelve hundred square feet of floor space was available in this frame building, but it was ample for the needs of the store at that time.

The little town of Regina began to grow and the Glasgow House kept pace to such an extent that in two years it was found necessary to move to larger quarters. South Railway was still the main thoroughfare, and a building was chosen which was destined to house the establishment until their present block was erected in 1910. This building gave the firm 4,680 feet of floor space, but in 1905 it was found necessary on account of steadily expanding trade to make an addition, thus securing 13,260 square feet.

Five years later the Glasgow celebrated the opening of their new three-storey block opposite the Regina City Hall, on Eleventh Avenue, but so rapid was the expansion of their business that in 1912 an enlargement of the premises was made, when 100 feet were added to the store on Hamilton Street and the whole block was raised two stories. The present five-storey building, which has a total floor space of 112,000 square feet, stands as a monument to those who so tenderly nurtured the growing business in the early history of Regina.

The Grocery Department.

From the very first, the grocery department was one of the most important departments of the store. To-day it is comfortably housed on one of the upper floors of the establishment, where ample room is provided for the proper development of the department. Among one of the features of the grocery department is a commodious rest room, where weary customers may repose for a few minutes midst the hustle and rush of down-town shopping.

On the first floor the store is amply provided with unexcelled window service. Facing on Eleventh Avenue and Hamilton Street, as the building does, an excellent opportunity is afforded of advertising in this manner, and the firm was quick to take advantage of this feature in the general plan of advertising. A large portion of the window space is allowed for the display of groceries, and reproduced herewith appears an exceptionally well arranged display which brought great results. The window dressing is in the hands of a capable artist in the person of C. Murdison, who has rendered the firm a valuable service for the past few years.

The equipment of the grocery department is most complete, the most scientific and up-to-date fixtures being installed. Everything which tends to cut down expenses and save time is in use, and quick and efficient service is the motto of the members of the staff. Every line of groceries and provisions is handled, and the department is without doubt one of the most complete in Western Canada.

BUSINESS PAID FOR WITHOUT INVESTING A CENT.

There have been mighty few men who have purchased a grocery store and have not invested some of their own money or borrowed money in it. Here is an interesting exception. A grocer in an Eastern Ontario city about three years ago purchased the stock and rented the store of another grocer in the same city. He took possession of it immediately, and it was agreed that while stock-taking was in progress and until the ins and outs of the business were positively known, no money should be paid over to the vendor. Stock-taking proceeded for six weeks, the work being done by a man whom vendor and buyer both agreed upon. When the first payment became due at the end of the six weeks the new dealer found that the profits from the sales during that time had been sufficient to cover it. Since then he has always made enough out of the business to meet every payment.

This is a case where a business was bought and paid for and even the rent of the store met, in which the dealer did not invest a cent of his own money. In other words, no money was used to make even the first payments, other than what the business actually earned. He made the business pay for itself entirely. This is a rare case. Canadian Grocer would be pleased to hear of other incidents of a similar character from readers.

At the Weekly Conference

"Catering to the Newlyweds" is the subject of this conference. A radical campaign for getting after this business is carried out with great success.

Conference No. 5.

THIS conference should be given over," observed Henry Lawrence, when the staff had assembled on Monday, "to evolving permanent plans for catering successfully to the newlyweds. From now on, those who have been married this month will be returning to their new homes, so that we have every opportunity of securing several new customers for the store.

"Any suggestions to offer?" he asked of Frank Hastings.

Frank, as well as the rest of the staff, had been turning over plans in their minds to go more energetically after the trade since the nature of the conference had been decided upon. If the truth were known, the probabilities are that some had pondered over policies between meals and church on Sunday. At any rate, there were plenty of suggestions, as the reader will presently see for himself.

"In the first place," replied Hastings, "it is necessary that we prepare a list showing the dates of all weddings, the future name of the bride, the date of the wedding, the approximate date of the return from the honeymoon, and the accurate address of the new housewife.

A Plan Outlined.

"There are various ways of getting that information and recording it, but I think the local papers can give us a great deal if we but watch them carefully. For recording the information we might use a sheet of cardboard or a book ruled as I suggested, and as each member of the staff secured the desired information he would fill in the blanks.

"In following up this information it is a question with me whether personal calls or a neat announcement sent by mail will be more effective. That is a point I would like to hear discussed."

Tom Pepper—"I think an announcement mailed about the time the new home is to be opened would be advisable. While it might not be more effective than some personal calls, yet it is sufficient to introduce us. A business call might not be appreciated by every newlywed. The announcement, too, might be worded so as to wish the new home much joy and happiness."

One of the other salesmen remarked that care should be exercised in the arranging of the notice not to reflect on the culinary abilities of the bride, which, although it was greeted with general laughter, was considered an important point just the same.

Henry Lawrence—"Why not use both the announcement and personal calls? We could send out the letter to everyone on our list and follow up personally any we know. In cases where any of us is acquainted with either the bride or groom, this could be easily done—in fact, we might speak to them carefully about their trade prior to the wedding."

This was assented to by the staff, and progress reported.

The next question was: "What goods are the newlyweds likely to want?" asked by one of the junior clerks.

This was left to Hastings. Frank had been through the mill—that is, he was married once himself and the natural conclusion was that he would be in the best position to prepare such a list.

"I shall have it ready," he remarked, "this evening."

"Would it not be advisable," asked young Pepper, "to inclose that list in each envelope containing our request for trade? It would supply a want that the bride would appreciate, as it will give her the least worry in selecting from day to day changes in menu for the various meals."

"Adopted," said Lawrence good naturedly; "a good idea, Pepper."

To Co-operate with Manufacturers.

Frank Hastings—"Some manufacturers supply small sample tins and packets of their products for distribution. We should get as many of these as possible and send them to each address with our compliments. Or, when a sale of staple goods is made to a newlywed, a few of these could be given her—they should surely bring us considerable trade in future."

Hastings, and Mr. Lawrence himself, agreed to see what they could do with the traveling salesmen in the way of obtaining a few of these samples.

Delivery Men to Help.

Tom Pepper had an idea that the three delivery men could be of considerable assistance in locating these newlyweds, and suggested that for every name

Suggestion for a June Bride sh ow card.

handed in a small fee be given them as a sort of bonus to their regular salary. He knew Lawrence was no tight-wad, and had every assurance that the suggestion would meet with approval—and it did.

* * *

Immediately at the expiration of the conference Henry Lawrence had a talk with the delivery men.

"We just had a little conversation, boys," he said, "about getting more trade in our district. I know you are all anxious to see the business go ahead and we think you can assist us. It is our intention to get as many new customers as we can from among the newly married folks, and I have a little proposition to make to you. You are out among the public every day you meet cabmen and you see preparations for weddings from time to time. For every wedding announcement you bring in—that is, if you get it first—we will pay you 25 cents, and if we succeed in getting the party to come to the store you will receive one dollar extra. So keep your ears open and give us a "lift" to this campaign."

* * *

The friendly rivalry that existed during the summer months among the staff was was a most encouraging sign to Henry Lawrence. Newspapers were eagerly watched every evening for the "Wedding Bells" column. Livery barns were got in touch with for advance information. The drivers became more friendly with the cabmen they met in their daily rounds; and even one member of the staff was noticed to become on exceedingly friendly relations with a couple of clergymen who purchased more or less from the store. So keen was the hunt that soon the information began to come in almost unsolicited. The staff, of course, reciprocated whenever possible, and it was astonishing the length of the list of newlyweds the records showed that season.

On the day following the conference there was in the hands of the printer the following announcement in a neat Old English type:—

Dear Madam,—

The staff of Henry Lawrence take great pleasure in extending to you their well wishes for a long, happy and prosperous married life. We earnestly hope that the joys will be many and the cares light in your new household.

¶ We also take this opportunity of extending to you a hearty welcome at our store if you honor us with your patronage. We carry a complete stock of all varieties of good foods and we guarantee the quality in every case.

¶ A glance over the inclosed list may remind you of goods you would like to get. An early visit to our store will be appreciated and we assure you, you will receive courteous and prompt attention. For quick delivery our phone it at your service.

Yours very truly,
Henry Lawrence & Staff.
Phone 844. 119 *James St.*

Bungalow in the Window.

Pepper, that week arranged an attractive window. While he felt it might not actually bring in any newlyweds, yet he knew it would be a fine advertisement for the store and would sell goods to old customers. All kinds of prepared foods were shown, he having co-operated with Hastings in the preparation of the list. A couple of neat show cards were used, containing pictures of brides clipped from magazines, and appropriate wording. But the central feature was a miniature bungalow of which Pepper had got the loan from a real estate agent for the occasion. This he styled: "Her First Home."

FOR BREAKFAST—
Cooked Cereals, Rolled Oats; Bacon, Eggs; Marmalade, Jams, Fruit, Coffee.

FOR LUNCHEON—
Soups; Pork and Beans, Meat Patties for Sandwich; Salmon, Sardines, Kippered Herring, Cooked Ham or Tongue, Jellied Hock, Tinned Meats; Rice, Tapioca, Quick Desserts, Jelly Powder; Tea, Loaf Sugar; Strawberries; Olives.

FOR DINNER—
Cooked Meats; Potatoes; Canned Tomatoes, Peas, Corn, Beets, Etc.; Pickles, Meat Sauces, Catsups; Salad Dressing, Lettuce, Olive Oil; New Tomatoes, Bananas, Shelled Nuts; Preserved Strawberries, Raspberries, Peaches, Cherries, Etc.

Above is list of ready-made or easily prepared foods which went out with each letter to newlyweds.

The interest it created was widespread. People heard of the display and came out of their way to see it, and even the newspapers considered it of such importance to give it a notice in their columns.

The announcements met with a ready response. Phone messages came in shortly after wedding principals arrived home. These were followed up by personal visits to the store. While responses were not received from all, yet in the district surrounding the Lawrence store more or less business was secured from almost everyone on the list. The campaign has been a distinct success. The beauty of it was, new customers were secured, each of which meant an extra turnover of around $7 a week.

Since the inception of the conferences the business had gone rapidly ahead; but Henry Lawrence had an eye on the future and he saw by the end of the year a turnover that would exceed anything in the past.

OKANAGAN MERCHANTS MET.

Vernon, B.C., June 24.—Merchants of the Okanagan district held a splendid convention here. They came from almost every town in the district, over seventy registering. President C. J. Wilson, of the Vernon R.M.A., presided.

Addresses were made by Mr. Harvey, of Vancouver, and F. W. Welch, also of Vancouver, the latter dealing with the history and work of the Retail Merchants' Association of the Pacific Coast province.

Other speakers during the afternoon were Mr. Hume, of Revelstoke; W. R. Megaw, of Vernon; G. S. McKenzie, of Kelowna; W. Foreman, of Armstrong; Mr. Tyler, of Salmon Arm; Mr. Bowers, of Hamilton; Mr. Katzenbach, and Mr. Dick, of Vancouver.

Those who registered were:

Armstrong—A. Whyte, W. Fletcher, J. M. Freymuth, D. E. Foreman, Mrs. A Buckley, F. Simington, and R. G. Fletcher.

Kelowna—C. H. Jackson, J. Ball, G. A. McKay, M .A. Alsgard, D. D. Campbell, F. G. Davis, W. Ludlow, D. C. Foster, H. F. Ixley, J. B. Knowles, A. M. Dalgleish, H. F. Hicks, W. Haug, W. W. Parker, and George S. McKenzie.

Lumby—J. A. Macmorland, W. J. Shields, G. R. Ormsby.

Okanagan Landing—P. R. Finlayson.

Revelstoke—C. B. Hume.

Salmon Arm—S. J. McDairmid, W. C. Kellington, H. C. Jacques, G. M. Warren, F. H. Pardey, A. Bedford, W. R. Themain, Ford Tyler and S. M. McGuire.

Vancouver—Thomas Connor, H. F. Robinson, Miss L. Wilson, William Dick, A. C. Bartey, F. V. Vell, C. A. Katzenbach and J. N. Harvey.

Vernon—J. F. Stainton, J. Vallance, J. W. Glover, W. C. Pound, W. H. Smith, J. A. MacKelvie, F. W. Rolston, Louis J. Ball, A. Rogers, G. Wood, H. A. Foss, P. B. Bell, C. J. Whiten, D. M. Logie, G P. Bagnell, W. R. Megaw, Albert Byers, W. G. Drew, C. D. Simms, J. Byers, J. Harwood, J. C. Campbell, H. W. Knight, F. B. Jacques, F. G. Thompson, J. White, and S. A. Muir.

Wm. Hodge, general merchant, has sold his branch store at Innisfail, Alta., to J. C. Warren.

N. E. Pletch, Swift Current, Sask., will cease to carry gents furnishings and shoes, and will open a high-class grocery in the best part of the city. H. Looking, well known in Regina, will manage the business.

Explaining the Difference in the Bacons

Three Grades Are Decided by the Weight of the Carcass and the Manner in Which the Belly is Trimmed—Some Backs Are Prepared After the Fashion of Bacon—Sides for Export Trade.

Tenth article of the Provision Series.

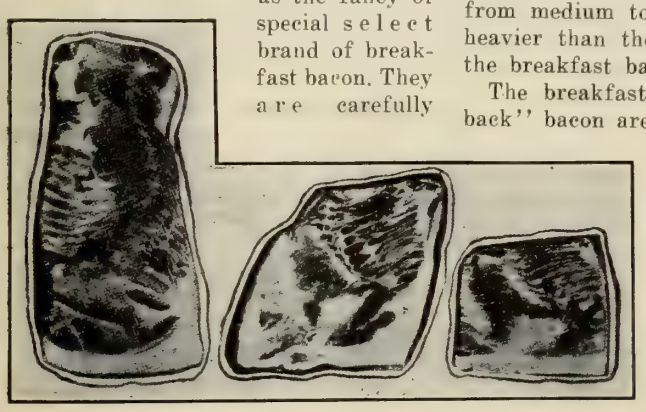
IN THE grading of the different pork cuts for the provision trade there is nothing more important than the selection for the different qualities of bacon. The grocer will find that in buying breakfast bacon there is quite an important difference in the range of prices. At this he may wonder, for there is very little diffedence in the appearance of the finished product after the curing process has been completed.

Let us consider what these differences are, and the grocer who does so, will be in a better position to explain to his customers why there should be several cents difference on a pound of the select grade as compared with the second or third.

Best Bacon From the 140-lb. Hog.

In the first place there is a difference in the size, and this applies as well to the cutting as to the proportions of the animal. The ideal bacon hog is about 140 pounds, and it is from carcasses ranging around this figure that the first select bellies are used for the breakfast bacon; they must also be free from bruises. But this is not the only point in which the select bacon sides differ. From the accompanying cut it will be noted that one bacon side will be larger than the other. This is not altogether the difference in the size of the animal, but the manner in which the trimming is done. When the belly is a prime one it will be trimmed down square for the best grade of bacon; the seeds are removed and everything like rough meat taken off.

Selected bellies from 5 to 10 pounds, closely trimmed as described, go through as the fancy or special select brand of breakfast bacon. They are carefully selected, dry-cured in air-tight boxes and smoked lightly. The second brand includes bellies which may be too fat for fancy bacon or which lack the necessary firmness of flesh and thin smooth skin. They weight eight to twelve pounds.



Cut on the left illustrates the back bacon; the one on the right is fancy side bacon and the center, second or third grade side bacon, usually the latter. All these pictures were taken prior to curing.

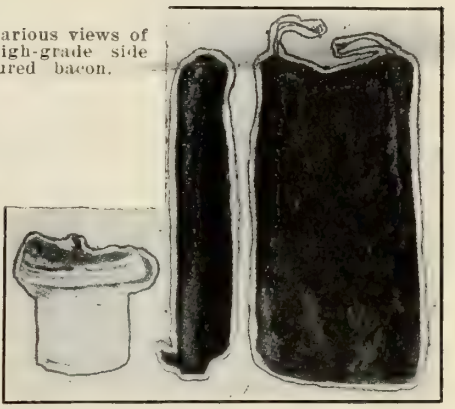
The third brand is made from the wide cut belly from carcasses which are not so select as either of the other brands; this bacon is not trimmed closely and will usually weigh 16 to 20 pounds. It has not the special care which is given the fancy brands during the curing process and is therefore much cheaper in price.

Bellies are also made into dry salt bellies'' and ''sweet pickle bellies.'' The former are from heavier or poorer quality carcasses and weight from ten to forty-five pounds. The latter are cut down to fourteen pounds with the edges trimmed, and packed the same as sweet pickled hams, being sold as sweet pickled or smoked meats.

Preparing Sides.

There are a number of other ways in which the bellies are treated, but they do not directly interest the usual provision trade. There are a number of sides which are prepared for the trade but they are usually exported or go to the construction and lumber camps. The Wiltshire side has the ham side and should cut in one piece; it is for the export trade. Other sides have the ham removed, the shoulder being left on in some cases; the Cumberland side is one of these, while on the Yorkshire and some others the ham and shoulder are both removed. These are usually cut from medium to heavy packing hogs—heavier than the carcasses from which the breakfast bacon bellies are cut.

The breakfast bacon backs or ''loin back'' bacon are usually cuts which are from six to ten pounds, being of light weight and lean quality. They are sweet-pickled and smoked. Backs are prepared in several other styles, but the bacon back is best known to the provision trade and most of the other backs are for export.



Various views of high-grade side cured bacon.

Loin rolls are sometimes offered to the trade. They usually weigh fifteen to twenty-two pounds and are made by boning them completely, tying three together and preparing them by curing, sweet-pickling and boiling. These usually go to the restaurant trade.

In the course of these several articles on the cutting of the carcass and the prepartion of the different cuts, the writer has not described all the different ''meats'' which are prepared from the hog, but only those which are of general interest to the grocer who handles provisions. There are many butts and plates, cuts for export and for pickling purposes, cuts for sausage meat from the heavier animals, etc., which could not be explained except at too great length. The idea has been to show the grocer where the standard provision cuts come from, and the difference in quality as well as something in a general way of the methods of handling them.

Next week an article will appear giving in detail a description of the different methods of curing provisions for the trade.

W. R. King & Co., of Penticton, B.C., have just opened an addition to their large department store. The new section has a frontage of 30 feet, with 100 feet depth, and is devoted entirely to hardware. They are moving their grocery department into the space formerly occupied by the hardware. The whole store has now a frontage on the main street of 120 feet and with their artistically decorated windows present an attractive appearance.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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PUBLISHED EVERY FRIDAY.

TORONTO, JUNE 26, 1914

A RATHER BOLD STEAL.

THIS IS A BIT of interesting information from the Tyner correspondence to a Swift Current, Sask., paper:—

> "A great many of our local farmers gave orders for groceries to a wholesale house. Now that the goods are beginning to come in it is up to the farmer to figure out the actual difference in dealing with an outside or a local house. Calculate your freight, bank exchange and, if you are a few days late at the railroad station, storage; then consider the fact that if you are a decent chap, you won't feel like asking credit at your home town when you are 'short,' after having sent your money out to another province when you did have some. Of course we all know that the local dealer will 'stick' us sometimes, perhaps all the time, but if he got all the money that is sent to mail order houses from his district the chances are that he wouldn't need to steal a double profit to make ends meet. Give your local merchant a fair deal instead of patronizing him when you need 30, 60 or 364 days' credit, and then when you get a few dollars ahead send them off to the city store. Or if you insist on doing that, don't blame your home dealer when he fleeces you to make the books balance."

Some very good advice is given to those farmers but the chief point is about that wholesale house. Surely no legitimate wholesaler will sell direct to farmers in such a bare-faced manner as that!

AN ERA OF CO-OPERATION.

ASSOCIATION WORK is progressing rapidly throughout Canada but there is room for still further interest on the part of the retail trade. Every merchant should associate himself with an organization endeavoring to place the retail business on a higher plane.

Writers are fond of referring to the present century as "an age of competition," but it is far more strikingly an era of co-operation. Co-operation is the bond that holds together the social, religious and economic life of the country. It enters into family affairs, religion, sport, business and professional life. One can scarcely think of a single phase of the activities of life which is not influenced to a very considerable degree by the principle of co-operation.

Co-operation is practical, logical, workable and will do for the grocers of Canada what it has done and is doing for thousands of other men in other lines of business and what it is doing constantly as a motive power in all phases of life.

Some men there are who stand out like giants above their fellows. Such sometimes say: "What need have we for co-operation—we are a law unto ourselves—we do not ask assistance and will give none." This is only half true. Every man is dependent on others for many things, and each consequently owes to his fellows all he can give them of inspiration and service. A strong organization of merchants would be merely a working out of the truth expressed by Kipling in his wisdom-packed poem:

"Now this is the law of the jungle, as old and as true as the sky;
And the wolf that shall keep it may prosper, but the wolf that shall break it must die,
As the creeper that circles the tree-trunk, so the law runneth forward and back,
For the strength of the pack is the wolf, and the strength of the wolf is the pack."

Not dependence, but interdependence is the gospel we would preach. Not competition but co-operation is the life-spring of modern business. Get these ideas firmly rooted in your mind and join in the movement for more organization.

WHEN MONEY IS VALUABLE.

WHAT IS MONEY? In the ordinary sense it is a standard of value which can be transferred to discharge an obligation. The value of money and its service is defined by the number of times it is put to use. A dollar which lies in the pocket or in the bank for a month is a dollar at the end of the month. If that same dollar is put into circulation and changes hands say ten times, it has discharged ten debts and on the face of it would seem to represent not one dollar but ten dollars.

Apply this theory to such conditions as are general at the present time. There is to start, a development in the financial market which proves a scare more or less to the

general public; people get over-cautious and sit tight on what money they have and as long as they sit tight on it, it is not doing the work it might do in settling obligations. The banks hold on to what money they have; loan companies hold to their assets; individuals follow the example and hang on to what they have—and the first thing we know there is hard times.

If people would consider that every time a dollar changes hands it is worth a dollar, we might get more money into circulation. This is a homely theory of finance but it is one that indicates some of the troubles of to-day.

THE AD. CLUB CONVENTION.

ONE OF THE BIGGEST conventions Toronto has ever received has been in session all this week. It is the annual convention of the Associated Advertising Clubs of the World, the personnel including prominent retailers, manufacturers' representatives, newspaper, trade paper, magazine and advertising men from almost every walk of life and from many countries.

This ad. convention is important to the trade inasmuch as it is working for the elimination of objectionable and untruthful advertising. From the discussion that took place at the sessions attended by the writer, it is plain that this is the real question of the hour so far as these associated advertising clubs are concerned. Honest advertising men, whether they purchase or sell space, are anxious to see all advertising mediums purged of fraudulent statements and schemes and in the dawn of the better day the retail merchant is taking a prominent stand.

At the sessions on Retail Advertising at the big convention it was a noticeable feature that United States' retailers were quite frank in giving all advice and suggestions within their experiences to the open meeting. If one had tried and found a certain method to be a failure, he was straightforward in making it known for the help of his confreres. This is a course Canadian merchants might well follow. It would mean fewer setbacks, less failures and more staple business conditions.

EDITORIAL NOTES.

SUMMER DRINKS have but one good season—and that season is here.

* * *

THE WINDOW THAT does not increase the profits is not properly attended to.

* * *

A FLAG OR TWO in the window between now and July 1 will give it an appropriate Dominion Day flavor.

* * *

THE STRAWBERRY CROP in Ontario on the whole does not promise any too well. High prices will be the general rule.

* * *

THE DIFFERENCE between success and failure in the retail business is very often the difference between knowing and guessing.

* * *

IF A WHOLESALER has been selling goods direct to farmers as alleged, how can he expect the trade of any legitimate retailer?

* * *

THERE IS NO SUMMER slump in the aggressive retail business. Summer weather in fact tends to more trade in fancy lines which bear good profits.

Western Crop and Grain Prices

BUSINESS IN GENERAL throughout Canada has at least one eye on the Western crop situation at present, and the prospects are continuing of the most encouraging sort. Latest reports indicate that needed rains have been general and the plant is reported to be in good condition with fifteen to twenty inches growth in most districts. There has been some damage by hail, but this has not been extensive, and there appears to be every indication for the biggest yield of wheat that the history of the West has shown. But while the Western prospects should be a favorable influence with trade in general, and while a big crop will be a great boon to the country as big crops always are, too much must not be looked for from this source with the downward trend of prices—the price is just as an important a factor in relation to the wheat crop as the yield.

In the States there is the biggest crop of history being harvested with the result that the prices for wheat have gone lower than they have been for the past eight years. Canadian markets were slow to sympathize in the decline on account of the present high cash prices, but with the recent rains in the West and the assurances of perhaps the biggest crop in the history of the country, the market has not been slow to act and the prices have shrunk two cents during the past week.

Let us just for a moment consider what this change in price means. Many of the uninitiated will be too much inclined in thinking of the price of wheat to refer to it as something like gold dust taken right out of the ground, without taking into consideration the elements of cost—the capital investment in land and implements, the seed, harvesting, threshing, labor, and cost of transportation.

To bring the whole matter down to a scientific, financial basis we find that the Saskatchewan commission on agricultural credits, after a world-wide inquiry, reached a basis for the cost of the production of wheat in Saskatchewan of something like 65c a bushel. At the present time the quotation for December options is 81c at Winnipeg. If we take 65c as a basis of cost, and add to that figure 12c, as being the transportation from the wheat field to the head of the lakes (and it is on this figure that the Winnipeg price is based), we find that the profit to the farmer at the present price is, roughly speaking, four cents a bushel; and there would appear to be chances for the prices to go lower. The two-cent decline of a week then might mean a shrinking of a third of the profits. This, in brief, is summing up the arguments which have been largely responsible for the marked increase in the development of recent mixed farming in the West.

In Ontario there is not the optimism prevailing which goes with a good wheat crop for the reports are that in many districts there has been a shortage of rain and the outlook is not for anything better than 60 per cent. yield. This not only means a comparatively small yield, but a small price as well.

The price of wheat has a direct bearing on the milling industry, and for this reason lower quotations on flour may be looked for. In fact, although the present strong price of cash wheat is holding the flour market, there is some talk of reductions, as Canada is not in line for export business in comparison with the United States, where the new crop will go into consumption earlier and where there will be a correspondingly earlier reduction in the price of the raw material for the flour mills.

Letters to the Editor

INATTENTION AND SERVICE CONTRASTED.

The Editor Canadian Grocer.

Dear Sir,—While making a motor trip through Western Ontario last week we reached Brantford at night. After our car was put away, we strolled along the main street of Brantford; it was not more than 9.15 or 9.30, and we came across a very nice confectionery store. Being somewhat interested in the soda fountain business, we were anxious to see if Brantford was as well off as some of the western towns, and we decided to go in.

The name on the window was ——. The writer is not prepared to say, from the appearance of the people looking after the store, that they were live business men; but, to say the least, they have a very nice store with a good equipment. We sat down at a table and waited for twenty minutes. Possibly had there only been men in the party we would not have minded, but when the writer went over and spoke to one of the young men in charge and told him we had been waiting twenty minutes, and that the ladies were anxious to get back to the hotel, he said in a very discourteous manner that he was doing all he could to look after his customers. We asked him did he not have any waitresses, and he said that he did not expect to have many customers and he had let the girls go home.

We finally had to leave Brantford's most up-to-date ice cream store, and on the way back to the hotel saw a very nice store, called the Sugar Bowl, which is kept by Greeks. We decided to try this one and see if they would treat us a little more courteously. We hardly got in the front door when one of the young men showed us to a nice clean table and immediately took our order. We were waited on, by actual time, in three minutes from the time we entered their door, and in this store, called the Sugar Bowl, there were five times as many people as there were in ——.

As a man who travels all over Canada and the United States and listens to the many knocks that are handed out about the Greeks and their business methods, it struck the writer as being a great injustice. Many times it has come to our notice that our so-called up-to-date Canadian places are run by a class of people who are, to say the least, unmannerly, and for that very reason

An Exhaustive Retail Grocer's Statement

Every Detail Gone Into Thoroughly, and a Light Average Expense Shown—One or Two Omissions Observed.

By Henry Johnson, Jr.

I HAVE received a great many detailed statements but I do not know that I ever got one as complete as the following. I suggest that you read it very carefully.

	Jan., 1913.		Feb.		March.
Cash sales	$1,181.20		$1,058.17		$1,174.97
Cash on acct.	2,320.28		2,066.17		2,614.05
Total cash	$3,501.48		$3,124.34		$3,789.02
	Jan. 31.	Feb. 28.		Mar. 31.	
Accounts, 1913	$4,279.27	$4,418.33		$4,212.65	
	Dec. 31.	Jan. 31.		Feb. 28.	
Accounts, 1912	4,397.54	118.27	4,279.27	139.06	4,418.33	205.68
Total sales		$3,483.21		$3,263.40		$3,583.34
Rent		$ 65.00		$ 65.00		$ 65.00
Light		16.62		11.65		10.14
Help		342.48		301.16		283.75
Ins. and taxes		12.57		12.56		13.08
Delivery		85.51		76.00		82.33
Laundry		.75		.75		.75
Incidentals		14.10		16.16		26.49
Ice		5.89		5.55		4.01
Fuel		6.50		6.50		6.50
Freight		28.75		15.73		14.58
Telephone		8.50		8.50		8.50
Advertising		95 24		16.01		30.35
Furn. and fix.		17.09		17.25		17.96
Paper and twine		13.81		11.57		11.13
Total expenses		$ 712.81		$ 564.39		$ 574.57
Expense on sales		.2046%		.1729%		.1603%

Expense on Sales Decreases.

	April		May		June
Cash sales	$1,053.10		$1,231.87		$1,144.95
Cash accounts	2,324.74		2,647.01		2,574.89
Total cash	$3,377.84		$3,878.88		$3,719.84
	April 30.	May 31.		June 30.	
Accounts	$4,421.75	$4,486.14		$4,513.82	
	Mar. 31.	Apr. 30.		May 31.	
Cash sales	$4,421.75	$1,053.16	$4,486.14	$1,231.87	$4,513.82	$1,144.95
Accounts	4,212.65	209.10	4,421.75	64.39	4,486.14	27.68
Total sales		$3,586.94		$3,943.27		$3,747.52
Rent		$ 65.00		$ 65.00		$ 65.00
Lights		10.33		7.88		7.34
Help		277.75		315.60		284.34
Delivery		82.34		85.50		80.34
Laundry		.75		.75		.75
Incidentals		14.15		12.65		14.53
Ice		7.50		5.00		....
Fuel		6.50		.....		.....
Freight		9.02		16.25		12.34
Telephone		8.50		8.50		8.50
Advertising		34.92		27.14		25.93
Furn. and fix.		18.22		18.37		18.51
Paper and twine		9.96		9.14		9.11
Ins. and taxes		13.10		13.08		13.08
Total expenses		$ 558.04		$ 584.86		$ 539.77
Expenses on sales		.1807%		.1483%		.1440%

September Cost Lowest.

	July		Aug.		Sept.
Cash sales	$1,344.26		$1,534.09		$1,811.43
Cash on account	3,068.68		2,889.94		2,875.39
Total cash	$4,412.94		$4,424.03		$4,686.82
	July 31.	Aug. 31.		Sept. 30.	....
Accounts	$4,298.83	$4,212.33		$4,460.06	
	June 30.	July 31.		Aug. 31.	
Accounts	$4,513.82	214.99	$4,298.83	86.50	$4,212.33	247.73
Total sales		$4,197.95		$4,337.53		$4,934.55
Rent		$ 65.00		$ 65.00		$ 65.00
Lights		9.50		7.14		8.42
Help		307.57		308.88		314.66
Delivery		90.00		86.66		86.66
Laundry		.75		.75		.75
Incidentals		17.74		31.70		21.67
Ice		10.00		5.00		5.00
Fuel		.....		.....		.....

Freight	12.27	11.07	16.38
Telephone	8.50	8.50	8.50
Advertising	13.60	11.25	4.00
Furn. and fix.	18.66	18.80	19.48
Paper and twine	9.15	10.38	12.84
Ins. and taxes	8.02	8.02	8.01
Total expenses	$ 570.76	$ 558.15	$ 571.37
Expenses on sales	.1359%	.1286%	.1157%
	Oct.	Nov.	Dec.
Cash sales	$1,610.32	$1,303.87	$1,330.12
Cash on account	2,855.42	2,733.88	2,846.71
Total cash	$4,465.74	$4,037.75	$4,176.83
	Oct. 31	Nov. 30.	Dec.
Accounts	$4,579.38	$4,370.45	$4,323.18
	Aug. 31.	Oct. 31.	Nov. 30.
Accounts	4,460.06	4,579.38	4,370.45
	119.32	208.93	47.27
Total sales	$4,585.06	$3,828.82	$4,129.56
Rent	$ 65.00	$ 65.00	$ 65.00
Lights	12.34	10.54	10.94
Help	337.82	322.33	377.13
Delivery	90.00	83.33	90.00
Laundry	.75	.75	.75
Incidentals	20.60	16.11	12.08
Ice	5.00	5.00	5.00
Fuel	.....	6.25	6.25
Freight	31.20	14.65	9.33
Telephone	8.50	8.50	8.50
Advertising	10.78	33.19	20.31
Furn. and fix.	19.33	19.19	19.30
Paper and twine	12.88	12.17	12.53
Ins. and taxes	8.01	7.09	7.50
Total expenses	$ 622.31	$ 605.00	$ 645.52
Expenses on sales	.1357%	.1580%	.1563%

1913:

Total cash sales		$15,778.35
Total cash on account		31,917.16
		$47,695.51
Accounts, Dec. 31, 1912	$4,297.54	
Accounts, Dec. 31, 1913	4,323.18	
Reduced		74.36
Total sales		$47,621.15
" rent		780.00
" lights		122.84
" help		3,768.47
" delivery		1,018.67
" laundry		9.06
" incidentals		208.88
" ice		62.95
" fuel		38.50
" freight		191.57
" telephone		102.00
" advertising		322.82
" furniture and fixtures		22.16
" paper and twine		134.67
" insurance and taxes		125.02
		$ 7,107.56
Average express for year		14.94%

My profit for the year was $1,905.04, which is 4 per cent. net, besides I draw $16 per week, which is included in the help account.

We deduct 1¼ per cent. each month from our fixture inventory and include it in the expense account, and also charge half of paper and twine to expense account.

Yours very truly,

Uses Advertising Money to Advantage.

The advertising expense which appears in the January statement, $95.24, is evidently the accumulated bills incurred during the previous holiday season. It is evident, however, that this dealer uses his advertising money to good advantage. Witness the steady increase in his sales.

He is a good manager in other respects because his average expenses increase only moderately with a considerable increase in his business or sales.

I do not find that he makes any allowance for interest on his invested capital; but I do find that he figures all freight as an item of expense. Freight is not an expense, but should always be figured directly into the cost of merchandise. I am inclined to think that he adds transportation and drayage expense to his costs, and in that case this item is in he nature of a safety-buffer and may very largely offset the missing interest charge.

The expense ratio of just less than 15 per cent. is certainly moderate in the present condition of business and in his location. I do not know what capital he may have invested, but if we suppose that the interest charge has not been taken care of it can scarcely amount to more than one-half per cent., so that 15½ per cent. would then cover everything.

It is to be noted that his advertising expense is less than three-quarter per cent. and that is also very conservative.

It will be noted also that his rental is 1 2-3 per cent., which is well within conservative limits.

All together I can find nothing in this statement which merits adverse criticism. On the contrary, I feel like commending his accounting methods to all retail grocers.

these Greek boys come in and get the business.

This may or may not interest you or your readers, but it just occurred to the writer that it would not do any harm to mention it as a possible reason why the Greeks are in business and thriving.

Respectfully yours,

MOTORIST.

YES, ADVERTISING (DOES, DON'T) PAY.

She received from her grocer two mailing cards. One introduced a coffee and upon the outside was a picture of three women gathered about a table partaking of the contents of a perculator. The cake was as tempting as only the three-color process could make it; the perculator glistened in satiny half-tone finish and the animated expressions of the three women and the beauty of their gowns were reproduced in all their naturalness upon white coated stock of quality. Altogether the picture was so charming and so attractive that no woman could resist breaking the stamp which sealed the card to listen, as it were, to the wee bit of gossip that the picture promised to be within. And neither was the text inside disappointing. It was a letter from the grocer with his own name printed at the top and his signature in real ink at the bottom. "Why not serve ———— to your guests before they serve it to you,' was the concluding admonition of this letter.

The next morning the lord and master of the household remarked at the breakfast table that the coffee seemed to be particularly good. Yes, she told him, that although she had several pounds of the regular coffee on hand she thought it would be worth while to try this particular brand. It was thirty-five cents a pound.

Yes, advertising pays! Youbetcha!

Oh yes, the other card. We nearly forgot to tell about it. It introduced a jelly and was printed upon a feverish, almost poisonously yellow stock, fuzzy in its cheapness, but no doubt representing the correct color of the container. A bright red wood-cut reproduction of the jelly upon a plate served to suggest the many evils for which the Pure Food and Drugs Act was invented. But what is yellow stock, poor composition and old-fashioned type compared to the generous offer that card carried? Presented within fifteen days (who could keep it so long?) to the grocer whose name was stamped upon it, you could receive free of charge a full-sized package of jelly.

The next morning was cold and a flaming yellow and red card which the ashman discovered in a barrel, served to make him think of the thermometer in short and ugly words.

Yes, advertising don't pay! Nosiree!

No Hand Touches Pure Gold Jelly Powder

Latest Products of the Brain of the Mechanic-Inventor Now Used in the Packeting—A Wonderful Machine with Apparent Human Instinct —The Packet Impervious to Moisture

THIS is an age of invention. It is, too, an age of Cleanliness, Sanitation and the survival of the fittest in the rendering of Service. Therefore it is not surprising that the genius for invention has evolved methods and machinery which have helped develop Sanitation and Service in the manufacture of food products, and manufacturers are taking advantage of this genius.

¶ When the Pure Gold Manufacturing Co. installed a short time ago, a machine for packeting the high-grade Jelly Powder it manufactures, it took another long step forward in its endeavor to supply the trade with an article unsurpassed from a quality and cleanliness standpoint. This machine is illustrated herewith. It is almost human in its operation —and in the quality of the work it accomplishes it places itself beyond the possibilities of the human hand and head.

¶ Cleanliness, Quality and Service are three important principles of every good dealer. They are, too, important principles with the Pure Gold Manufacturing Co. as manufacturers of PURE GOLD JELLY POWDER. The more sanitary the condition under which the packing is done, the finer the quality—and the greater the service the packet renders to your customers, the more Pure Gold Jelly Powder you will sell, the greater will be the satisfaction of your patrons and the profits to yourself.

One view of the automatic jelly powder packeting machine installed recently by the Pure Gold Manufacturing Co. It cost $11,000 and turns out 30 packages every minute. The article contains a full description.

¶ That's why this machine was installed.

¶ It cost The Pure Gold Manufacturing Co. $11,000.

¶ With it not a human hand touches PURE GOLD JELLY POWDER in the packeting. The machine does the work—which means that Pure Gold reaches you and your customers in a perfect sanitary condition, fresh, clean, wholesome and with the strongest of guarantees.

¶ The way this wonderful machine works is a marvel. It takes packets around sharp corners with never-failing precision. Steel fingers reach out and grasp them at the exact moment they are required; they travel along in a steady procession one behind another on miniature railways; each turns an even somersault with life-like regularity; an automatic weighing device of exceedingly delicate mechanism, weighs the contents accurately to the sixteenth of an ounce; spotlessly clean parchmentine paper is unwound from a roll, folded and pasted the exact size of the packet and placed within it—in a word, this machine picks up the packet open at both ends, carries it through several stages and turns it out all ready for the grocer's shelf at the rate of 30 a minute.

¶ The packet, with the flaps of both ends open, is placed in the machine. It is first carried through a mechanism which automatically closes, pastes and seals one end. Secondly, a ton pressure makes it absolutely secure.

¶ Next it is carried along on a travelling belt to the other end of the room and receives the interior lining of parchment paper. This comes automatically from a roll, is folded and pasted on the bottom and then dropped into the mouth of the waiting packet.

¶ The belt carries it to the first hopper, where it passes through the fourth process. Here it is filled to about three-quarters of the required quantity and again, automatically of course, as if it knew exactly what was expected of it, it goes to Hopper No. 2 where the remainder of the contents is received. The moment it tips the balance of the automatic scale the hopper closes.

¶ The fifth process consists in closing and pasting the inner parchmentine container, which then becomes absolutely air tight, and the closing and pasting of the top of the carton. It is then carried between rollers, giving it plenty of time to stick fast, and placed on a table ready for the large carton, which holds a dozen of the packets.

¶ If anything should go wrong in the travels of the packet an electrical stop automatically throws the machinery out of gear until the trouble has been adjusted.

¶ To sum up, note these strong selling points in PURE GOLD JELLY POWDER:—(1) No leaky packages; (2) Air and moisture proof; (3) Exact weight; (4) Square and uniform packages—they make an attractive showing on the shelf; (5) Absolute cleanliness.

¶ Thirty packets a minute mean 1,800 an hour, 14,400 a day of eight hours, 79,200 a week of 44 hours or 4,320,000 a year of 300 days.

¶ This machine is at your service, Mr. Grocer.

Goods Worth Buying Are Worth Displaying

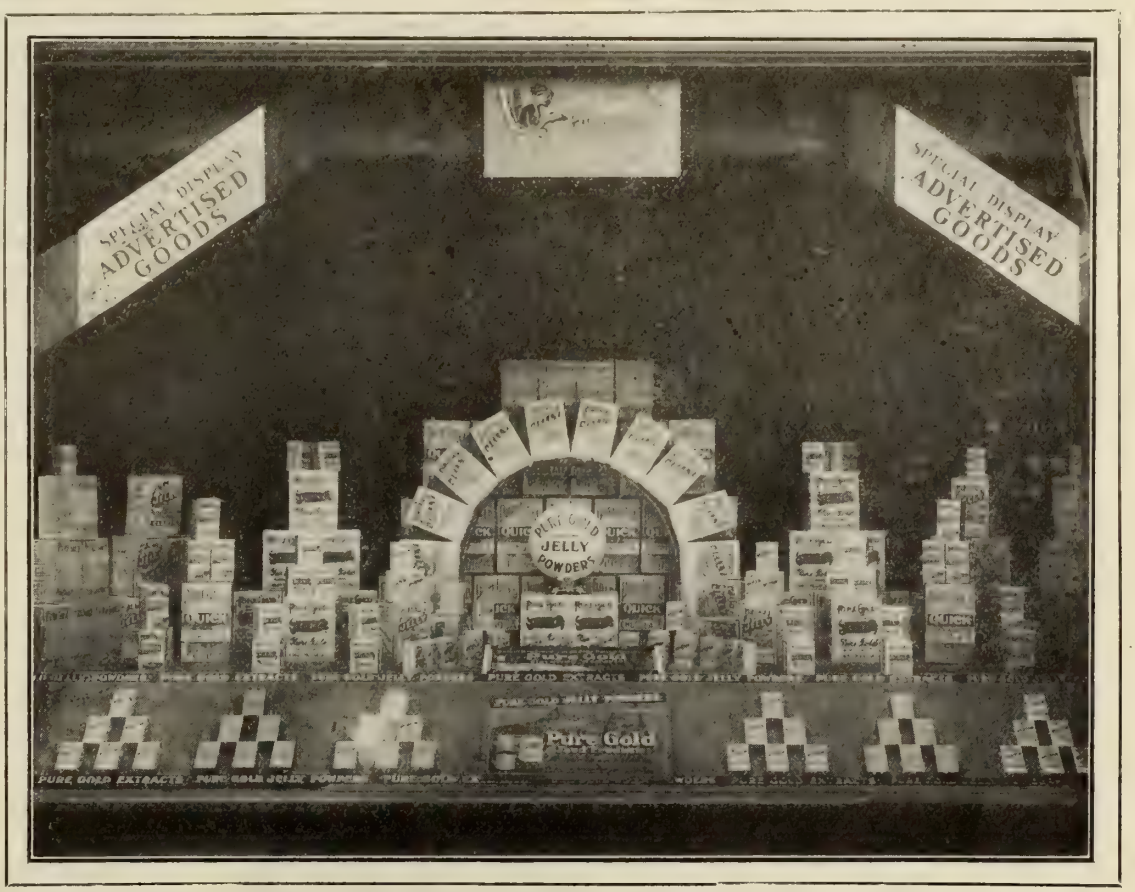
Better Display means Better Business—Better Display of Pure Gold Jelly Products made possible by the Co-operation of the Pure Gold People with the Grocer

IT is common knowledge among grocers that goods piled away on the shelf never have the sale they would have if given prominence afforded by window display. The old contention that window display does not sell more goods but centres the buying on the lines displayed, taking away the sale of others, has long since been relegated to the crematory.

¶ It is a fact, however, that the goods displayed will get the preference over the same kind of goods that are never shown, and this is the reason why every grocer should select articles for his window exhibits that will bring satisfaction after the first sale is made. Display lines that will bring repeat business.

¶ Realizing that the average grocer experiences a difficulty in securing sufficient material for a really attractive display of one line of goods the Pure Gold Company have arranged to supply on request a number of the handsome dozen package cartons, handsome show cards, streamers, etc., sufficient to make an attractive display without carrying a larger stock than is really necessary.

¶ Have you ever walked along a half-lighted street and seen one of the Pure Gold flashlights silently flashing "PURE GOLD JELLY POWDERS?" It stands out in the night like a wireless message — distinct, clear, and attractive. Backed by a nicely arranged back-ground of Pure Gold Jelly Powder this electric sign never fails to draw the attention of the passer-by, and leaves a good impression which soon crystallizes into sales.



The above illustration shows a neatly arranged Pure Gold Window in which Pure Gold Jello Powders are given prominence by being made the central feature and the name being thrown out in relief by the use of a Pure Gold Flashlight loaned free to any grocer wishing to use it.

¶ One of the signs may be loaned from the Pure Gold Company free of charge, as they have a supply which are in constant use throughout the Dominion. It is well to place your order early, stating when you will be able to devote your window space to a PURE GOLD display.

¶ The Pure Gold display means more to the grocer than a window filler. It produces business—the quality of the goods holds it. The Pure Gold Company makes only pure products which are the standard from Newfoundland to British Columbia.

¶ Note carefully the arrangement of this window and ask yourself whether a similar display would or would not bring results in increased sales in your own store. There is only one answer. That this is a selling window is beyond question. It was shown last week by David Bell, a Toronto grocer, and it sold the goods.

¶ Goods sold by the window mean a voluntary purchase on the part of the customer, and if those goods have merit, repeat sales are a foregone conclusion. Every grocer is familiar with the high quality of Pure Gold products. It is commonly known that only pure goods are manufactured by the company, and that, therefore, no one can possibly make a mistake in purchasing them. They have the merit that insure repeat sales.

¶ That is the greatest feature of a window trim containing such goods as Pure Gold Jelly Powder.

¶ Pure Gold products are made UP TO A STANDARD, not down to a price.

Small Niagara Fruits Promise Well

While Strawberries in the Peninsula Are a Good Crop They Are Not Everywhere Else, and Prices Will Likely Continue High — Canners Paying 8 Cents—No Hope for Peaches.

LATE news from the Niagara Peninsula gives no encouragement so far as the peach crop is concerned. With the exception of a few unimportant varieties, the crop is almost an entire failure, and the curl leaf is also much in evidence. This means that the 1915 crop will also be affected wherever it exists. Canned and preserved peaches will, therefore continue high in price for at least two years to come.

Other crops in that district on the whole promise well, as will be seen from the letters that have come to Canadian Grocer in the past few days. Rains of the past week have helped greatly and if favorable showers and warm weather continue the yields in the Niagara district will not be disappointing. Strawberries, however, in other districts, are not so promising.

* * *

No "Wolf Cry" This Year.

From a nursery firm in Welland county comes the following:—"This section is specially productive of raspberries, peaches, strawberries and cherries. All berries seem to promise very well, and cherries never were in greater abundance, especially sours.

"While the fine crop of these staple fruits may in a measure help out, they cannot make up for the total failure of peaches throughout the peninsula.

"The public have so often heard dire predictions as to this crop, that it has come to be regarded as only one of the recurring signs of spring, but this time it is certainly no 'wolf cry.'"

* * *

Short Acreage in Strawberries.

A Niagara-on-the-Lake fruit-grower reviews the situation as follows:—

Strawberries—Conditions good, acreage short.

Peaches—Nil—Elberta crop badly damaged for 1915 from curled leaf which will destroy buds.

Plums—Early Japan varieties ¼ crop, Europeans ½ crop.

Cherries—Good.

Pears—Good.

Raspberries and blackberries—Promise good.

* * *

Between St. Kitts. and Niagara-on-Lake

A Niagara peninsula man, who buys for a large canning concern sizes up the fruit situation in his district like this: "I am speaking of the territory from St. Catharines to Niagara-on-the-Lake, the territory in which I buy most heavily.

Strawberries— Good acreage and good crop.

Cherries, all varieties—Good acreage and good crop.

Gooseberries—Medium acreage and crop.

Red and black currants — Medium acreage and a good crop.

Red and black raspberries— Medium acreage and good crop.

Lawton berries—Large percentage winter killed, balance good.

Plums — Japanese varieties light; other varieties are good to medium.

Pears—Good crop all through.

Grapes—Good crop all through.

Peaches—With the exception of a few early clingstones and white peaches, almost an utter failure.

Apples—So far promise good.

* * *

Outlook Good Except in Peaches.

East of St. Catharines and to the Niagara River, the crop and outlook is summed up as follows by a St. David's man:—

"Strawberries promise a good crop providing the showers come often during picking time. Prolonged dry weather always shorten the berry crop very much. The price of berries will not likely go below 10c per box this year as very few farmers have berries and the canning factory price is 8c per qt., and that governs the market.

"Cherries are an abundant crop all-over, and the factories are not buying, so cherries will likely be reasonable in price.

"Raspberries, currants and gooseberries are a fair crop, the future depending a good deal on the weather.

"Peaches are an almost total failure. The only trees that seem to have any on at all are white flesh varieties and some early poor kinds. The outlook here has never been so bad for peaches.

"Plums and pears look well but will not be more than half a crop .

"Apples will be heavy providing the insect pests are controlled by thorough spraying. Where no summer spraying is done the damage from worms, caterpillars and a dozen other pests is making sorry work of the orchards.

"On account of the peach failure in the Niagara district many growers are growing tomatoes, potatoes, cabbage or onions to take the place of peaches."

A PROTECTING SCREEN.

In connection with a new window which has been installed in the front of the store of J. A. McCrea & Son, Guelph, Ont., a novel and sensible idea has been used in the placing of a screen between the window area and the store proper. This permits of the display of seasonable goods during the warm days, and at the same time there is a good impression upon the passer-by, the screen at once giving emphasis to the idea of cleanliness and sanitary fixtures. The screen used was of the usual "screen-door" variety, and was carried by a light frame; the cost is trifling.

W. R. Megaw has purchased the grocery and crockery business of O'Keefe & Martin, Vernon, B.C.

BOUQUET FROM A U.S. DEALER.

Canadian Grocer,
MacLean Publishing Co.

Dear Sirs:—I take this time to write you and say to you that I now receive eight weekly trade papers on the Grocery Business, and of all of them I like yours the best. Each issue so far has very good articles in it, about what some other fellow is doing, and that is what the progressive grocer wants to know.

Your article this week about S. G. Freeze, of Calgary, is what all grocers should read. The more of them you print the better. Window displays are another good thing to print.

It was by a mere chance that I sent a postal card for a sample copy, and a year's subscription was the result. I am so far away that I did not think anyone published so good a trade paper in Canada, but I have now changed my mind.

C. POMERANTZ.

Philadelphia, June 15, 1914.

How Other Grocers Do Things

TOBACCOS GO WITH REGULAR ORDERS.

George V. Kneen, of St. Catherine Street, Maisonneuve, Que., states that a large part of their business in tobaccos comes from regular orders. When the housewife is ordering her groceries she includes a supply of tobacco for the man of the house. More business is done in tobaccos in this way than in "over the counter" trade.

A great deal of Mr. Kneen's trade is with railway men and mill or factory employees, where in many cases the wife receives the pay envelope every week or every month, as pay-day comes around, and she does the purchasing of all supplies. This is a way of increasing sales of tobacco that some grocers may be overlooking.

* * *

THE GROCER AND DOLLAR DAY.

Although, generally speaking, Dollar Day sales have little attraction for the grocer, for the reason that he is always carrying staple lines upon which the profits are so close that sacrifices cannot be made, and also because a grocer does not carry a dead stock, the clearing out of which is the big advantage of such sales, the spirit of the day and the general impression of big values for the dollar sometimes have a good effect. This was found to be the case with J. White, at Midland, Ont., who has been in on both of the Dollar Day sales held in that town. At the recent sale Mr. White made a special offer on pineapples, selling so many for the dollar and cutting the profits reasonably close. The sale was a seasonable one, and with the incentive for dollar buying generally felt throughout the town, he did a good business, pretty well clearing up his stock on hand. However, in a general way Mr. White does not see many advantages for the grocer on Dollar Day.

* * *

A "NEWSY" ADVERTISEMENT.

The T. Eaton Co. employ experienced men, and highly paid men, who do nothing but write advertisements. They aim to present the goods advertised in as strong a light as possible, and to do this an interesting conversational style of copy is usually used. For instance, note this in a recent issue of a Toronto paper:

HAMPERS FOR PICNICKERS, ALSO POTS AND PANS FOR CAMPERS.

The proverbial bull isn't any more out of place in the china shop than formality at a picnic. But that species of informality which extends to the basket —which consists in the salt emptying itself into the lemon pie, and the tin of sardines imbedding itself in the butter, is distinctly objectionable. A well-equipped hamper is a joy to her who plans an alfresco meal, whether the journey be made by motor car or motor boat, dinghy or canoe, phaeton or hay cart. And these particular hampers mentioned in the headline are the very nicest of their kind—designed for motoring or general picnic use.

"They are in buff color willow, in different sizes. One for four people includes two sandwich boxes, salt and pepper bottles, four of each of the following—knives, forks, spoons, plates, glasses—in willow cases and table napkins, with space for two thermos bottles. The price, complete, is $12.50.

"A smaller hamper, with equipment for two people, is $7.50, and a larger one for six people, $15."

MUST PAY INCOME TAX.

Co-operative stores, dairies, farmers' mutual fire insurance companies and other similar co-operative institutions in the United States are subject to the income tax. A ruling to that effect was made recently by the Treasury Department at Washington.

Summer and camp goods window, shown by the J. B. Snowball Co., Chatham, N.B., last year. The spruce boughs and tent lend it a realistic touch. Soups, pork and beans, tinned meats, pickles, olives, lime juice, syrups, apple cider, etc., are among goods displayed. A small hammock is stretched between the two trees.

THE CLERKS' DEPARTMENT

HABITS TO DISCARD.

A traveling salesman when asked recently what suggestions he would make to improve the status of the retail clerk, replied that the following habits should be discarded:—

The hat-wearing habit.
The toothpick-chewing habit.
The slang-talking habit.
The dirty apron and coat habit.
The expectoration habit.
The nibbling and sampling habit.
The lounging habit.
The grouchy habit.
The tardy habit.
The knocking habit.

And there are some mighty good suggestions in the brief reply, too.

* * *

CRY, AND YOU CRY ALONE.

By L. T. World.

The best asset for the business man is the smile that won't come off—not that smile that comes from a smooth surface and then suddenly breaks the face at each corner of the mouth, but the really happy-go-lucky, good-natured smile.

We all have our troubles. What's the use looking sour so every one else will know something has gone wrong? Smooth out the wrinkles in your own face and everybody else's by looking pleasant, acting pleasant, and living pleasant. I used to be one of the biggest cranks on the globe until I read one night about five years ago a paper which said:

Laugh and the world laughs with you,
Cry and you cry alone.

I lay awake nearly all night thinking about this, and so changed my ways.

* * *

CITRUS BY-PRODUCTS.

The problem of utilizing waste oranges and lemons has recently been studied by the U. S. Bureau of Chemistry, with interesting results. It is found that lemons which have previously been discarded will yield from 15 to 60 pounds of citric acid per ton, so that at the prevailing market rate of the acid these culls are worth from $5 to $25 a ton. Other promising by-products are the essential oils of orange and lemon, 60 per cent. of which can be recovered by methods recently devised. As much as 6¼ pounds of essential oil has been obtained from a ton of fruit, and it is worth from $2.50 to $5 a pound. The gross maximum income per ton from the best quality of culls would approximate $45. It is understood that a number of companies are considering the manufacture of these by-products.

* * *

HAMILTON R. M. A.

Hamilton, Ont., June 25—(Special). A meeting of the Hamilton Retail Merchants' Association was held in the board room of the Central Y. M. C. A. last Thursday, but owing to the Horse Show and many other counter attractions there was not a very representative gathering. Gordon McLaren, the president, occupied the chair, and called upon the secretary, Eric C. Jamieson, who spoke at length on the methods and, to merchants, the disadvantages of the co-operative stores.

E. M. Trowern, the Dominion and Provincial secretary, came from Toronto, and delivered a stirring and instructive address touching upon the work the association had done towards getting the retailer left out of the Employees' Compensation Act, a work alone worth more than the membership fee of the association to every retailer. Another important factor to Hamilton was the fact that they had got a local department store convicted by Magistrate Jelfs, and sent to a higher court charged with the misrepresenting of goods. It is alleged that they advertised a watch they were offering at $12 to be a regular $20 watch. No word of this has yet appeared in the local daily papers.

Grocery members were warned not to stock up with the present match as the selling of white phosphorous matches was illegal after 1st of January, 1915.

S. Tax has bought the general store stock of the Chorneyko & Hatley estate, Benito, Man.

THE ENCYCLOPEDIA

VINEGAR.

A Vancouver, B.C., correspondent asks what the difference is between cider vinegar and malt vinegar.

The chief difference is that cider vinegar is made from apples (and may, in fact, be called apple vinegar), whereas malt vinegar is made from malt—barley—by the alcoholic and later acetous fermentation without distillation of an infusion of malt.

Some time ago Canadian Grocer published the new Canadian Government standards on vinegar. These are very strict with regard to the marketing of vinegar, and something about them here will prove advantageous to the trade, as well as about vinegar in general.

The word vinegar being derived from the French vinaigre (sour wine)), was the name formerly used to describe the old-fashioned method of making vinegar by the acetous fermentation of souring of beer, cider, wine or other alcoholic liquors. Vinegar made in this way contains many of the vegetable and other properties derived from the liquor, which no doubt give it a certain flavor, but as there can be no vinegar without acetic acid, and as acetic acid nowadays is made absolutely pure, an artificial vinegar fulfilling all the requisites of the standards can be made from refined acetic acid by simply adding the water and malt or cider flavoring as desired.

Vinegar is classed under the following heads: Wine; spirit, alcohol or grain; malt; cider or apple; blended; artificial; concentrated; concentrated artificial. All of these are allowed to be sold as long as they are called by their correct names, and come within the standards set for each.

Artificial vinegar, for instance, is made by adding water to concentrated acetic acid. The new standards prohibit the use of the term "white wine vinegar" unless it is made from the juice of grapes. Malt vinegar in future must be made by the alcoholic fermentation of malt. All vinegar made from alcohol or spirits must be sold as a spirit vinegar, alcohol vinegar, etc.

Although there can be no vinegar without acetic acid, such acid being either pure acetic acid or else impure acetic acid made by the fermentation of alcoholic liquids, such vinegar should not be used if the amount of acetic acid therein is greater than 10.5 per cent. Any vinegar offered for sale containing more than 25 per cent. of acid, no matter from what source the acid is obtained, would be too strong for use as vinegar, hence it is thought advisable that it be labelled "poison unless mixed with an equal quantity of water."

Parcel Post Boosts Prices of Country Produce

Investigations Made by St. Louis, Mo., Man Bears Out Contentions Made by Canadian Grocer—Farmers Want Higher Prices Than Retail Grocer—Some Significant Figures.

By Geo. J. Shulte

ALREADY there is strong evidence that Postmaster-General Burleson's parcel post scheme will raise instead of lower prices. The farmers are enthused over the possibilities, and since they are asking twenty cents a dozen for eggs, the postage to be paid by recipient, they are getting upwards of 3¼ cents a dozen more than formerly. Naturally, this will force commission merchants to increase their bid, with the result that higher prices must eventually prevail instead of lowering them as it is intended to do.

St. Louis is one of the ten points where Mr. Burleson will make a test of the practicability of sending farm produce direct to the table in the cities. When the list was published I set out to disprove its worth, and accordingly issued letters to about forty-five on the list asking for quotations on what they were offering for a family of four, and in quantities if other families could be interested.

The answers came back promptly, and it was quite apparent at the start that they would prove fine campaign material for the city retail grocer to disprove the theoretical charge that he is responsible for the high cost of living. As the replies increased from day to day the evidence became more certain that instead of the farmers being "easy marks" the situation had reversed itself so that the city people became the dupes, since they were asked to pay, as a rule, higher prices and to buy in larger quantities, submit to delay and losses through breakage and in other ways pay more dearly than they heretofore have been paying their neighborhood grocer.

Farm Versus Grocery Prices.

Thirty-five farmers quoted me prices, varying from 15 to 35 cents, or an average price of 27 cents per dozen for eggs. The 15-cent quotation came from Arkansas, where eggs do not command as high a price as in Missouri and Illinois, and, in addition, that price did not take into consideration the postage and shipping case cost. The same is true of five other instances. Adding to this 27 cents the cost of postage in mailing the letter ordering eggs, the fee for a money order, that three or more dozen must be purchased at a time, and the fact that the Government says in a bulletin just issued that there is a loss of 7 per cent. in the shipment of eggs through breakage, combined with the labor in writing the letter and the delay in receiving them, the actual average cost of eggs will be close to 30 cents a dozen.

Retail grocers catering to the fanciest class of trade in St. Louis will sell the highest quality of eggs in single dozen lots at 25 cents, while most of the offers made to me are on shipments of three or more dozen. No postage is required, letters to be written, or money orders to buy, and instead of waiting two days for the eggs they can be delivered within ten minutes after the wish is expressed. And there will be no loss from broken eggs, nor does the housewife have to accept the regular run as they come from the farm, but in place she gets supreme quality and uniform size. If she is satisfied with the regular run of eggs they can be had from any grocer in St. Louis at from 20 to 22½ cents a dozen.

Geo. J. Schulte of St. Louis, Mo., writing in the New York Journal of Commerce demonstrates fairly that parcel post in the United States has not been the means of lowering the cost of living so far as farm products are concerned, but rather has increased it. As Canadian Grocer has had several articles along exactly similar lines something of what Mr. Schulte says, as printed on this page, will be of interest to our readers. Parcel post is a good thing for the merchant who sends out goods to the country, but as an instrument to lessen the price of butter, eggs, etc., to the city consumer, it is proving a rank failure. Yet, it will be remembered, the Federal government passed it under this very guise.

Farmers Discriminate in Prices.

In order to make the test more complete I compared my figures with those given to a St. Louis lady who is endeavoring to build up a business in eggs on her own account by buying in quantities and delivering to families as needed. These comparisons show that the farmers have different prices for different people. One man offered this lady shipments of five dozen lots at $1.50, or 30 cents a dozen, yet he offered me eggs at 20 cents, though I was to furnish the crates and pay the transportation, which, however, should not absorb the difference of ten cents per dozen. Another offered me eggs in quantities of two dozen and up to three cases per week, at 27 cents per dozen, though in his letter to this lady he quoted a price of 26 cents and in case quantities offered them as low as 23 cents f.o.b. parcel post or express, at one cent less in one instance and four cents less in another. A third agreed to sell me eggs at 30 cents, I to furnish the crate, but he wanted the lady to pay 35 cents for the same eggs. In addition she was asked to supply the carrier, showing a difference of five cents per dozen, to say nothing of the shipping case.

A farmer, who says he gets a premium in New York, because of the quality of his eggs, offered to send them to me at 35 cents per doz., which is the New York price, so he says, and would send four dozen on that basis. As the lady wanted larger quantities he offered her as many as forty dozen per week and in three weeks would be able to supply her with seventy-five dozen, but the eggs would cost her 40 cents in this quantity, while I could get them five cents a dozen less in four-dozen lots.

City Prices Set Farm Prices.

Running through many of the letters is evidence that the writers have been receiving communications from the city which is causing them to bull the market. A number of them plainly state that they will charge according to market prices and then add the cost of postage and shipping cases to the price of eggs, butter or chickens.

One woman said she will go according to the country market price and then submits these figures as to cost: For 12 dozen eggs at 20 cents, $2.40; cost of case, 35 cents; postage expense, 30 cents; money order, 5 cents; making a total of $3.10, or at the rate of 26 cents a dozen. She fails to take into consideration, however, the postage stamp on the letter giving the order.

This is a concrete example of the overhead expenses involved in transacting this business and shows to the consumer why, when eggs of best grade sell at 16¼c to 16¾c, which is the present

(Continued on page 47.)

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

N. C. McLean, Sr., of McLean brothers, general merchants, Hubbard, N.S., is dead.

Daniel Lund, grocer, Sackville, N.B., has sold his business to his sons, and it in future will be known as Lund Bros.

Alex. Stewart, of the firm of Murdock and Stewart, lobster packers, Pictou Landing, N.S., lost his life by drowning.

The firm of Mathewson's Sons, wholesale grocers, Montreal, has been dissolved, the business to be continued under the same style by Wm. B. Mathewson and Samuel J. Mathewson.

John Dalton, a Newcastle, N.B., grocer, is enlarging his premises. More floor space is being provided for plate glass windows now adorn the front and a new hardwood floor is being laid. Two new show windows have been put in, and two new counters will be added. A computing scale has also been added.

Ontario.

The death occurred at Hamilton, Ont., of W. C. Hambleton, grocer.

David Leury, general merchant, Wooler, Ont., sustained loss by fire.

H. H. Grace, grocer, Chapleau, Ont., has sold his grocery store to J. S. Smart.

O. Haney, general merchant, Hammond, Ont., suffered loss by fire; insured.

Geo. O. Werrett, Simcoe, Ont., has added a cooked-meat department to his groceries.

The merchants of Ailsa Craig, Ont., will close Thursday afternoons during July and August.

The death occurred at Mimico, Ont., of Arthur Coulton, proprietor of the Mimico Supply Company.

R. W. Burrell & Son, general merchants, Caledon East, Ont., has sold to Hobson & Muirhead of Toronto.

The majority of the stores in Chapleau, Ont., will close Wednesday afternoon between June 24 and August 26.

Henry Wilson, a St. Catharines, Ont., grocer, died on Monday. He was in the grocery business there since away back in the 70's.

Andrew F. Craig, superintendent of the E. W. Gillett Co., Ltd., Toronto, was presented recently with a handsome leather suit case and folding silk umbrella by the factory employees. He is leaving on a trip to Europe.

J. A. Livingston is opening a fruit and grocery at the corner of Bathurst and Follis streets, Toronto. Mr. Livingston, strange to say, is an editor. He is the guiding hand on the Grimsby Fruit Grower and Grimsby Independent. He has appointed as manager Thos. J. Jones, who has been connected with the trade both in Canada and England.

W. Woodhall, of the grocery firm of Woodhall and McKay, of Acton, Ont., was in the city during the week making arrangements in connection with the Acton fair, in which a number of the leading spirits are grocers of the town. Last year was the first time that the fair was held independently, and although the executive were not fortunate enough to have the Government grant, they were able to make a financial success and are optimistic with regard to this year's exhibition.

Western Canada.

L. D. Sky has opened up in Edmonton.

E. M. Neelands has opened a store at St. James, Man.

James Mills, Calgary, Alta., has sold his branch grocery store to J. F. Wilson.

D. Phipps, general merchant, Tompkins, Sask., was burned out.

B. J. Callahan & Sons have started a grocery business in Calgary.

The death occurred at Carlstadt, Alta., of H. R. Bean, general merchant.

F. A. Martin, general merchant, Sunkist, Sask., has sold out to M. Sonty.

D. H. Moore is opening a new grocery and drygoods store at Rouleau, Sask.

F. Adelman, general merchant, Kamsack, Sask., has sold out to A. H. Satten.

C. Surprenaut has taken over the business of P. Brault, St. Boniface, Man.

Stewart & Miller have bought the general stock of the A. B. Reid estate, McAuley, Man.

Frederick Trickett succeeds G. C. Ward, general merchant, McLean Siding, Sask.

A. Singer, general merchant, Scott, Sask., was elected president of the newly formed R. M. A. there.

The Medicine Hat, Alta., Retail Merchants' Association, is getting after those peddlars who are using spring scales of the dead-load type, contrary to law. The matter is being referred to the council.

Mayor W. H. Smith, Vernon, B.C., has sold his grocery business to T. Robertson, D. A. McBride and Geo. Woods. The name of the store has been changed to the Okanagan Grocery.

The death occurred at Emerson, Man., of J. M. Whitman, of the firm of Whitman & Co., general merchants.

J. F. Wilson has taken over the business formerly conducted by J. Mills, Calgary.

W. Edgar is the successor of J. Patterson, who formerly conducted a business at Edmonton.

Saskatoon retailers like the daylight saving scheme inaugurated there, and are fighting the opposition to it.

Fourteen Weyburn, Sask., merchants have agreed to close their stores on Wednesday afternoon at 1 o'clock, from June 24 to Aug. 19.

GROCER GETS JUDGMENT.

Ottawa, June 25.—(Special).—If you were doing business in Ottawa where sleighing commences around the first of December and you ordered bob-sleighs for your winter delivery, when would you expect to receive them? This was the point of a case judged in a Division Court in Toronto during the past week. R. H. Beck, an Ottawa grocer at 1150 Bank St., was the plaintiff in the case and the Fred A. Musgrove Carriage & Auto Co., 596 Yonge St., Toronto, the defendant. It was finally settled by Mr. Beck obtaining judgment for $10 and costs and therefore won his case. But the particulars are interesting.

Mr. Beck was formerly in business on Dufferin St., Toronto, and before leaving for Ottawa last fall ordered a delivery wagon from the above firm. An agreement was reached whereby the carriage company took part cash and a buggy for the balance. This arrangement was satisfactory to both parties and Mr. Beck then ordered a sleigh to fit the same delivery top, and here is where the trouble began. This sleigh was paid for by cheque at the time but was not delivered in Ottawa until away on in January. It was made, too, he claimed, so that the box would not fit it. After considerable correspondence which did not result satisfactorily, he sued the company for loss on account of delays and was given judgment on Thursday last for $10 and costs.

Canners Now at Work on the Canadian Crop

Strawberries Will be Just a Fair Crop—Peas Will be Good Unless Hot Weather Should Hasten Harvest—Acreage Curtailed Except in Niagara District—Business Generally Quiet, but Buying on a Solid Basis and Prices Firm.

Office of Publication, June 25, 1914.

With the canners just commencing their season and now busy on the strawberries, attention must be turned to this phase of the market outlook, which has been made very interesting on account of the developments of the last couple of years. Generally there has been this season a curtailment of acreage devoted to canning crops following what was considered an over-production in some lines last year, but in the Niagara peninsula this has been offset by the activity of the growers following the damage to the peach crop. Orchards have been utilized for fruits and vegetables and the growers have had more opportunity to give attention to this department, while they have had the incentive of endeavoring to make up for the loss sustained to the peaches.

The strawberry crop is just fair from all reports, and peas are good, but in regard to both, the weather, during the ripening, will be responsible for the length of the season and the yields. With regard to tomatoes it is early to speculate, but generally speaking, reports are good to date.

Canned goods are going into consumption rapidly at present, and the old stock should be pretty well cleaned up. Canned salmon is getting dear and the sockeye stocks at the coast are exhausted; new stock will probably come in about 40c above the first quotations for this season.

Reports from the Western wheat fields are very favorable, and a big crop is now assured with the prospects of a record yield. The growth is now from 12 to 20 inches, and the plant is in good shape; there has been little hail. With wheat cheaper in Chicago than since 1906, the Canadian crop outlook has taken the prices down until there is now the unfavorable feature that the prices are getting to a place where the margin of profit to the farmer is very small. Flour has not followed wheat for the reason that cash prices for old stock are firm, but Canadian millers may have to go down if they want to compete with the American exporters, although there is little business at present. In Ontario about a 60 per cent. wheat crop is predicted, and with a short hay yield prospects are not of the best.

Butter and cheese markets are unsettled. Packers are bidding strong for June products and the prices for butter are unfavorable for export to the States. Exports in cheese have been curtailed by the failure of London to come up to the high prices, and there has been a shaving off as a result.

Business is generally quiet, although better in groceries than most other lines. Particularly is this so, as it is figured that the retailers are in good shape with regard to their stocks, and are buying very carefully. The good prospects in the West have improved things a little out there, and Quebec reports conditions as fair.

Markets in Brief

QUEBEC MARKETS.

FRUITS AND VEGETABLES—
- New California fruits continue decline in price.
- Larger variety helps business.
- New Virginia potatoes on market.

PRODUCE AND PROVISIONS—
- Fairly active demand for smoked meats.
- Butter and eggs show little change.

FISH AND OYSTERS—
- Gaspe salmon much cheaper.
- Most lines of fish in good supply, and prices reasonable.

FLOUR AND CEREALS—
- Flour market quiet.
- Demand for mill feeds continues good.

GENERAL GROCERIES—
- Medium grade Japan teas reported higher in primary market.
- Advance of 1c per lb. in Pecan nuts.
- More sugar being sold.

ONTARIO MARKETS.

GENERAL GROCERIES—
- Canners packing Canadian crop.
- Shelled walnuts very dear.
- Salmon is getting scarce.

FLOUR AND CEREALS—
- Flour may be reduced; wheat cheaper.
- Bran is easier, but shorts firm.
- Cereals in general strong with corn.

FRUITS AND VEGETABLES—
- Strawberries dear for the season.
- Canadian vegetables cheaper.
- Cherries are feature in fruits.

PRODUCE AND PROVISIONS—
- No increase in meat prices.
- Butter and cheese easier.
- Spring chickens bring good price.

MANITOBA MARKETS.

GENERAL GROCERIES—
- Canned oysters cheaper.
- Tarragona almonds a cent dearer.
- Tapioca advances ½c.
- Canned pineapples rising.

FLOUR AND CEREALS—
- Flour not following wheat market.
- Cereals selling slowly.

FRUITS AND VEGETABLES—
- New water melons selling $7.
- Strawberries up slightly.
- Local lettuce and radishes selling cheap.

PRODUCE AND PROVISIONS—
- Cooked and jellied meats sell well.
- Shoulders selling as high as 15c.
- Butter arriving freely.
- Cheese market firmer.

QUEBEC MARKETS.

Montreal, Que., June 25.—Business has been fairly good during past week, but jobbers state it could be better. Considerable interest is evinced now in the crop outlook, and from most sections of the country reports are promising. Though spring generally has been dry, rains have of late relieved the situation somewhat. The markets generally have a firm tone, and this is a healthy sign from the trade standpoint. There have been very few changes in prices lately, but the changes that have been made have been practically all in the upward direction. Collections are not as good as they should be, but there does not appear to be a great deal of complaint on this score.

SUGAR.—Though there has been no further change in prices, buying has been resumed to a larger extent than was the case last week. Immediately following the increased prices there was a dropping off in sales, as most of the dealers were pretty well stocked up. Now that stocks are getting lower and the after-effects of the higher prices are wearing off, there is a fairly good demand from retailers. The market continues firm, and further advances are anticipated in some quarters.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 45
20 lb. bags	4 55
2 and 5-lb. cartons	4 75
Second grade, in 100 lb. bags	4 30
Yellow Sugars—	
No. 3	4 40
No. 2	4 50
No. 1	4 10
Extra Ground Sugars—	
Barrels	4 85
50 lb. boxes	5 15
20 lb. boxes	5 25
Powdered Sugars—	
Barrels	4 85
50 lb. boxes	5 05
25 lb. boxes	5 05
Paris Lumps—	
100 lb. boxes	5 20
50 lb. boxes	5 40
25 lb. boxes	5 50

Crystal Diamonds—		
Barrels		5 25
100 lb. boxes		5 40
50 lb. boxes		5 50
Cartons and half cartons		7 05
Crystal Dominoes, cartons		7 15

DRIED FRUITS.—About the only items in this market that show any signs of activity at all are raisins and currants. There is always a certain amount of business in these lines, but outside of them all kinds of dried fruits are slow.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 10½	0 11
Nectarines, choice	....	0 11
Peaches, choice	0 09½	0 11
Pears, choice	....	0 12
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10½
Orange	....	0 11½
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	....	0 06½
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07½
Figs—		
Finest, 6 crown, about 12 lbs.	0 12	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
90 to 100, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06	0 07
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

TEAS.—Reports just received from Japan state that medium grade teas will be higher this year owing to certain unfavorable features in regard to the crop. This has had a tendency to add a firmer tone to an already strong market. There is a seasonable demand for most grades, and trend generally is for firmness.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish, No. 1	....	0 12½
Virginia, No. 1	....	0 13½
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

COFFEE.—Sales show little change. There is a fairly steady business passing, and prices have not been altered.

Coffee, Roasted—		
Bogotas	0 27	0 30
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 22
Santos	0 22	0 23
Chicory, per lb.	0 08	0 10

MOLASSES.—There is not much of interest in this market at the present time. Most dealers appear to be fairly well stocked up, and there has not been much movement of late.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.30	.28
Barrels	.33	.31
Half barrels	.35	.33

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.	0 04
Pails, 38½ lbs., $1.85; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 50
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, ½ doz. in case	2 75
Cases, 20 lbs. tins, ¼ doz. in case	2 70
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

SPICES.—Business continues quite satisfactory, and grinders say they have no complaint to make thus far. While there has been no exceptional demand, orders have been steady, and prices have been firm for the most part.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼ lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	25—30	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	28—33	..—1 00	.....
Curry powder	..—35	.....	.....
Ginger, Cochin	18—20	.....	.....
Ginger, Jamaica	22—27	65—0 85	75—0 95
Mace	75—1 00	.....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamon seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Dutch, per lb.	....	0 15
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 15	0 18
Celery seed, per lb., in bulk	0 30	0 35
Cayenne, Chillies	....	0 25
Shredded cocoanut, in pails	0 18	0 20

NUTS.—The only change of interest in the nut market this week was an advance of 1 cent per pound in pecans. They are now quoted at 17 to 18 cents. Shelled nuts are still in good demand at the prices last quoted.

Shelled walnuts, per lb.	0 40	0 42
Shelled almonds, 28 lb. boxes, per lb.	0 45	0 46
Finest filberts	....	0 13
Pecans	0 17	0 18
Almonds	0 18½	0 20
Walnuts, Grenoble	0 18	0 19
Walnuts, Marbots	0 15	0 16
Brazils, new	0 13½	0 14½
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3, 9½c; No. 4	....	0 09

RICE AND TAPIOCA.—Tapioca is selling in a normal way, and rice is quiet.

Rangoon Rices—	Per cwt.
Rangoon "B"	2 90
C.C.	2 85
India bright	3 05
Lustre	3 15

Fancy Rices—	Per cwt.
Polished	4 30
Pearl	4 50
Imperial Glace	4 80
Sparkle	5 00
Crystal	5 00
Snow	5 20
Ice drips	5 35
Carolina head	7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.)

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 05¼	0 05¾
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05¾	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

DRIED VEGETABLES.—Market for beans is steady, and demand about as usual at this time of year. It is too early yet to get much idea of new crop, so prices have not been affected.

Beans—		
Hand picked, per bush.	2 40	2 50
Canadian white, per bush.	2 10	2 25
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

ONTARIO MARKETS.

Toronto, June 25.—The situation may be described as quiet to fair, according to individual opinion, although at the same time it may be said also that the grocers are getting satisfactory business in view of conditions generally. Collections are none too good, but there is the satisfactory feature that stocks are low, and this was emphatically revealed in the manner in which buying took place with the advance of sugar. Another favorable point of the sugar buying was that, while buying had been light, there was plenty of business when the time came. Buying is pretty much from hand-to-mouth, with both retailers and wholesalers keeping business within narrow channels.

So far as prices are concerned there are few changes, and there is general strength, which is rather a favorable feature than otherwise in relation to general conditions.

SUGAR.—The sugar market is still comparatively quiet, although very firm, and while buying is beginning to pick up again, the majority of dealers are going on orders, which are now being delivered. The Cuban situation shows that there were on the 19th 19 centrals working, as compared with 28 the previous week and 20 at the same time last year, while the outlook for the growing crop, which is in the early stages still, is very favorable. The returns, being made as to the result of the year's operations, indicate that the eventual figures will be fully up to the estimate of 2,500,000 tons. Present figures give world visible at about 60,000 tons over same period last year and 38,000 tons a week ago, but this increase has practically no significance in view of increased consumption.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 51
20 lb. bags	4 61
10 lb. bags	4 66
2 and 5 lb. cartons	4 81
Second grade granulated, 100-lb. bags	4 41
Nova Scotia refined, 100-lb. bags	4 41
Western Ontario refined, 100-lb. bags	4 41
Extra Ground Sugars—	
Barrels	4 91
50 lb. boxes	4 11
25 lb. boxes	5 31
Powdered Sugars—	
Barrels	4 71
50 lb. boxes	4 91
25 lb. boxes	5 11
Crystal Diamonds—	
Barrels	5 26
100 lb. boxes	5 26
50 lb. boxes	5 36
Paris Lumps—	
100 lb. boxes	5 26
50 lb. boxes	5 36
25 lb. boxes	5 56
Cartons (20 to case)	7 31
Cartons (50 to case)	7 31
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 1	4 11

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

SPICES.—The market for spices is quiet, and promises to continue so for some weeks yet, although the grinders are beginning to get active. The price list is generally firm.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	....	0 12—0 15
Cinnamon, whole	....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	....	0 25—0 35

Cloves, whole		0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 32—0 34
Curry powder		—0 26
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole		0 22—0 25
Ginger, African, ground		—0 16
Mace		0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s		—0 35
Nutmegs, ground, bulk, 45c; 1 lb. tins		—0 55
Pastry spice		—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black whole		0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole		0 26—0 28
Pickling spice		—0 15
Turmeric		0 25—0 35

COFFEE.—Some strength has been added to the coffee situation during week, but there has not been anything in the fluctuations of significance to the retail trade.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 30	0 32
Maricaibo	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	0 17	0 18
Santos	0 19	0 21
Chicory, per lb.	0 10	0 12

TEAS.—Packers are in hopes of a little easier condition in tea markets, but prices have been so high for several months that substantial reductions would have to take place to indicate much difference in packet business. Indians are coming more freely, and while prices in the big markets have not yet felt the effect, there is hope of some shading off.

Japans—		
Choicest	0 40	0 50
Choice	0 30	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 15	0 18
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—		
Pekoe Souchongs	0 19	0 20
Indian Pekoes	0 20	0 24
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	0 22	0 24
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50
Moyune, gunpowder, pinhead	0 33	0 45

DRIED VEGETABLES.—Business in dried vegetables is quiet at this season, but the prices are holding up well.

Beans—	Per bushel.	
Canadian primes	2 15	2 20
Canadian, extra H. P.		2 40
Yellow eyes	3 00	3 25
Brown		3 25
Lima	0 08	0 08½
Peas, blue Canadian, per bush.	2 00	2 25
Peas, green, imported, bush		2 40

RICE.—Conditions remain quiet for rice, but prices are about the bottom and are holding firm.

Rangoon, per lb.	0 03	0 04
Rangoon, fancy, per lb.	0 04	0 05
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 06½	0 07½
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 10	0 11½
Sago—		
Brown, per lb.	0 05	0 05½
White, per lb.		0 05
Tapioca—		
Bullet, double goat		0 09½
Medium pearl	0 04½	0 05
Seed pearl	0 05	0 05½
Flake		0 09½

NUTS.—In shelled nuts there is additional strength in the market, particularly for walnuts. The price has advanced a few cents with 45c about the top, although some higher figures are quoted.

In shell—	Per lb.	
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 44	0 46
Filberts		0 27
Peanuts	0 11	0 12
Pecans	0 56	0 60
Walnuts, new	0 43	0 45

SYRUPS.—Business in syrups is quiet with the hot weather, but the price of corn holds the market firm. A little easier situation in Barbadoes has been reported from primary markets, but nothing to affect the trade.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case		2 50
5 lb. tins, 1 doz. in case		2 85
10 lb. tins, ½ doz. in case		2 75
20 lb. tins, ¼ doz. in case		2 70
Barrels, per lb.		0 03½
Half barrels, lb.		0 03¾
Quarter barrels, lb.		0 04
Pails, 38½ lbs. each		1 85
Pails, 25 lbs. each		1 35
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 22	0 24
West Indies, half barrels	0 24	0 26
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 00
Maple Sugar—		
Pure, per lb.		0 12½
Maple Cream Sugar—		
24 twin bars		1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen		1 90

DRIED FRUITS.—It is the quiet season for dried fruits, although some of the houses report that they are moving out very well. A reduction is noted in the price of peaches, but generally the market is holding firm. Currants are strong on the last reports of the old crop, and nothing of the new yield has been received.

Apples, evaporated, new per lb.	0 10½	0 11
Apples, evaporated, old, per lb.	0 09	0 10
Apricots—		
Standard, 25 lb. boxes	0 16½	0 18
Choice, 25 lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06½	0 06¾
Amalas, choicest, per lb.		0 07
Patras, per lb.		0 07½
Vostizzas, choice		0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08¼
Package dates	0 06¼	0 09
Hallowees	0 05¾	0 06
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12½	0 12¾
60-70s, 50 lb. boxes	0 10½	0 11
70-80s, 50 lb. boxes	0 10	0 10¼
80-90s, 50 lb. boxes	0 09¼	0 10
90-100s, 50 lb. boxes	0 08¼	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07¼	0 08
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, ¼c more.		
Raisins—		
Sultana, choice, new	0 06	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new, stock	0 07	0 08
Seeded, fancy, 1 lb. packets	0 10½	0 11
Seeded, choice, 1 lb. packets		0 10
Seeded, choice, 12 oz.		0 08½
Seedless, 16 oz., packets	0 10½	0 11
Seedless, 12 oz. packets	0 08½	0 09

CANNED GOODS.

MONTREAL.—Demand for all kinds of canned goods has been active, and is likely to continue so for some little time. There have been no changes in quotations, but prices generally are firm.

TORONTO.—The canning season has commenced, and the plants in the strawberry belt are now busy; peas will follow by the end of the week, and the other crops should come right along. As to the outlook, it is very difficult to predict. The strawberry yield does not promise to be more than fair, although rains would help the situation; likewise with the peas, which are looking good unless hot harvest weather should hasten the development and ripening. The outlook for tomatoes is good up to the present time, but it is early yet to predict what may be the outcome of this crop.

Canned goods are going into consumption rapidly at present, and prices are firm, although with peaches there may be a range of prices as the wholesalers may decide, for they are in narrow compass. The old crop should be pretty well cleaned up before the new comes in.

Canned salmon is getting very dear, and at the coast stocks of sockeye are cleaned up. The new stock promises to come on to the market at much higher prices than the present season's supply.

MANITOBA MARKETS.

Winnipeg, June 25.—A traveler for a local wholesale house who has recently returned from the West, speaks less favorably of the crop than others. His estimation of the size of wheat is considerably below the average reported from the whole West, which is given as 6 to 9 inches. He reported a desire for rain in the district he had been visiting. The evidence in favor of the crop is, however, very heavy, and big business is expected about the time the harvest arrives.

This traveler said: "Money is scarce. There's the whole thing in a nutshell. Farmers have no grain left, and nothing to sell except produce. Retailers are placing fall orders conditionally, i. e., if the crop is good, and prices are reasonable. If these conditions are all right, they will buy freely."

Another wholesale house will shortly be in the field for what business is going. This is Nash's, from Minneapolis, who are building a warehouse at Brandon. J. Howard Rankin, manager of Codville's branch at Moose Jaw, has resigned, and will take charge of the above firm's business at Brandon. H. B. Finch, one of the heads of the Nash concern, was in Winnipeg last week.

There is no marked increase in the sale of general grocery lines, and one of the leading wholesalers says, "none is looked for." It is necessary to repeat that there is little business being done with railway contractors, financial conditions having compelled the railways to hold off this year.

Canned goods, such as corn, peas, tomatoes and beans, are selling freely, largely because of the increased consumption during the hot weather, and because of low stocks in retailers' hands, which have been carried low since last fall, and must be increased now that the demand is bigger.

A local house brought in a large quantity of American starch two weeks ago, and sold it at a price lower than that asked by Canadian firms. It sold quickly. Another local firm reported a drop imminent in the price of Canadian wheat, but owing to stiffening of corn market, this did not materialize.

SUGAR AND SYRUP.—Sugar firm; a chance of it being higher before next quotations are published. Big demand in west. New York quotations on raw erratic last week, followed by advance in price of refined of 10c in New York. Syrup looks strong, with fair demand. Molasses down slightly.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 90
Extra ground or icing	5 40
Powdered	5 20
Lumps, hard	5 85
Montreal, yellow	4 50
Sugar, B.C.—	
Extra standard granulated	4 90
Yellow sugar, No. 1	4 50
Yellow sugar, No. 2	4 35
Yellow sugar, No. 3	4 25
Bar sugar	5 05
Icing sugar	5 25
Powdered sugar	5 05
H. P. lumps	5 75
Sugar packed in barrels, 5c per cwt. more.	
Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 80
Barrels, per cwt.	4 75
Halves, 50 lbs., per cwt.	4 80
Bales, 20 lbs., per cwt.	4 85
Powdered, barrels	5 10
Powdered, 50s	5 45
Powdered, 25s	5 75
Icing, barrels	5 40
Icing, 50s	5 65
Icing, 25s	5 80
Icing, pails	5 70
Cut loaf, barrels	5 50
Cut loaf, 50s	5 75
Cut loaf, 25s	6 00
Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
American, 2-lb. tins, 24 tins case, case	2 40
American, 5 lb. tins, 12 tins case, per case	2 76
American, 10-lb. tins, 6 tins case, per case	2 65
American, 20-lb. tins, 3 tins case, per case	2 66
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	2 85
5-lb. tins, 1 doz. to case, per case	3 20
10-lb. tins, ½ doz. to case, per case	3 00
20-lb. tins, 3 tins to case, per case	2 95
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0 49
New Orleans	0 31
Maple Syrups—	Per case.
Imperial quarts, case 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUIT.—Apricots expected here in a week, to be considerably cheaper. No change in apples, and good demand at present high price. Some 1912 and 1913 packs being offered, former of inferior quality and lower price. Slight advance in currants, but not important.

Apples, evaporated, new, per lb.	0 11
Currants—	
Dry clean	0 07
Washed	0 07¾
1 lb. package	0 08
2 lb. package	0 15
Vostizzas, 1 lb.	0 10¼
Dates—	
Hallowi, loose, per lb.	0 05¾
Hallowi, 1 lb. pkgs.	0 07
Fard dates, 12-lb. boxes	1 00
Peaches—	
Standard, 25-lb. boxes	0 07½
Choice, 25-lb. boxes	0 08½
Extra choice, 25-lb. boxes	0 09¾
Prunes, in 25-lb. boxes—	
90 to 100	0 07¼
80 to 90	0 08
70 to 80	0 10½
60 to 70	0 11¼
50 to 60	0 12
40 to 50	0 13
Raisins, Valencias—	
Extra select Valencias, 28's, box	2 15
Raisins, Sultanas—	
California	0 09¾
Smyrnas	0 08 0 12½
Raisins, Muscatels—	
3 crown loose, 50s	0 08¾
3 crown, loose, 25s	0 09
Choice seeded, lb.	0 09¾
Extra fancy seeded, lb.	0 10
Raisins, Australians—	
Lexias, 56-lb. boxes	0 08½

RICE AND TAPIOCA.—Tapioca advanced 4½ to 4⅝c. Demand good, being a warm-weather dish. Sago and rice unchanged. Advance in price of Siam $2 per ton did not affect retail price.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 05¼
No. 2 Japan, per lb.	0 04¾ 0 04⅞
Siam, per lb.	0 03¾ 0 04¼
Patna, per lb.	0 05½ 0 06¼
Carolina, per lb.	0 08
Sago, pearl, per lb.	0 04¼
Tapioca, pearl, per lb.	0 04⅝

TEAS AND COFFEES.—Local brokers state that tea is becoming hard to secure, and those who bought large stocks recently are congratulating themselves. The price will be going up, and the demand is heavy.

	Per lb.
Coffee—	
Rio, No. 5, green	0 13¾
Rio, roasted	0 16
Santos, green, No. 4	0 15
Santos, roasted	0 21¾ 0 22¾
Chicory, per lb.	0 07 0 08
Teas—	
Japans—	
Choicest basket, fired	0 40 0 50
Choicest, pan fired	0 40 0 50
Very fine, pan fired	0 35 0 40
Medium, pan fired	0 30 0 35
Common, pan fired	0 25
India and Ceylon—	
Souchongs	0 30
Pekoe Souchongs	0 35
Pekoe	0 40
Broken orange and orange	0 40 0 50
China—	
Fine Keelum	0 50 0 60
Good Packlum	0 35
Common moning	0 25

BEANS.—Fresh arrivals of foreign hand-picked beans, large and of even size, clear of all discolors, and meeting with ready sale. Price unchanged.

Beans—	
Austrian, hand picked	2 35
3 lb. picker	2 10
Cal. Lima, per lb.	0 07
Peas—	
Split peas, sack, 98 lbs.	3 30 3 40
Whole peas, bushel	2 00
Barley—	
Pot, per sack, 98 lbs.	3 10
Pearl, per sack 98 lbs.	4 60

NUTS.—Tarragona almonds are up from 17½ to 18½c.

Almonds, Tarragona	0 18½
Brazils	0 14½
Filberts, Sicily	0 13¾
Peanuts, Jumbos, roasted	0 11¾ 0 14
Peanuts, choice, roasted	0 10½
Peanuts, fancy, roasted	0 11½
Pecans	0 20¾
Walnuts, Grenoble	0 17
Walnuts, Marbot	0 14
Shelled—	
Almonds	0 44
Walnuts	0 41

CANNED GOODS.—Canned oysters slightly lower. Pineapples higher, and price will advance in all grades of Singapore, including big seller—1½ lb. sliced. California pears are becoming scarce, with probability of much higher prices for coming season. No advices from canners re strawberries, which were reported partial failure in Ontario. Big business being done in canned staples, such as corn, peas, tomatoes, beans, largely due to increased consumption during hot weather.

Saskatchewan Crops and Market Situation

Regina, Sask., June 25.—(Special by Wire).—Following the rainfalls of the past week or more fears of drought entertained in certain parts of province have been dissipated. In the Regina district need of rain was just beginning to be felt when a heavy electric storm occurred early Thursday morning, and about two inches of rain fell. The wheat crop in the province averages from ten to twelve inches in height, and with conditions ideal it is expected Saskatchewan will have one of the biggest wheat crops. The other grains are doing well; oats are from 6 to 8 inches above the ground, and barley is from 4 to 6 inches in height.

J. G. Bowes, of Stoughton, has a sample of wheat 20 inches above ground. It is of the Red Fyfe variety, the seed of which was sown on April 15. The conditions have been so favorable for the growth of wheat in that district that on June 15 he was able to show a field of Red Fyfe 20 inches in height. The average height in that district is 15 inches. Six miles from Regina, a farmer, who has 350 acres in wheat and 100 acres in oats, declares that he has wheat 21 inches high. This wheat is grown on land which has been summer fallowed. A neighbor has wheat 20½ inches high.

From the Kindersley district there come reports of a severe hailstorm, which occurred on June 18. The district covered by the storm is about fifteen miles in width and many miles in length. Considerable damage was done to the wheat, and many chickens were killed. The number of hailstorms in this province this season have been few. In isolated instances, in one or two districts the crops are reported to be burning up from the heat.

General Market Conditions.

Crop prospects, which are improving every day, are having a tendency to improve business, and as a result the wholesalers report business a little brighter. The unemployed situation has not improved in the cities, however, and as a result the retail business is quiet. Fresh vegetables are coming in plentifully, and eggs are reported to be more plentiful. Home-grown vegetables, of the earlier varieties, are now in use. Eggs have declined 1½ cents, and the market is easing up considerably.

The wholesalers report business good. Strawberries are wholesaling at $4 per case, and they will be much scarcer on account of heavy rains in Washington territory, particularly in the neighborhood of Spokane.

New apples are coming in from California, and are quoted at from $3.25 to $3.50 per case. New potatoes are also on the market, wholesaling at $2.50 per bushel. There is little rhubarb on the market, excepting what is grown locally, and this sells for 3 cents per lb. Watermelons are quoted at $9.50 per dozen, and Florida pineapples at $5 per case.

Produce and Provisions—		
Butter, creamery, per lb.	0 26	0 27
Butter, dairy, No. 1, 20c; No. 2	0 15	0 18
Cheese, per lb.	0 16	0 16½
Eggs, fresh, per doz.	....	0 19
Lard, 3's, per case	....	7 92
Lard, 5's, per case	....	7 85
Lard, 10's, per case	....	7 75
Lard, 20's, each	....	2 60
Dried Fruits—		
Apricots, choice, Cal., 20-lb. boxes	....	2 50
Currants, gulf cleaned	....	0 08¼
Figs, natural 6's	....	0 06¾
Evaporated apples, per lb.	0 11½	0 12¼
Dried peaches, 25s	0 08	0 08½
Dried peaches, choice, 25s	0 09½	0 11
Prunes, 70-80, 25s	....	0 11¼
Raisins, muscats, 50s	....	0 08¾
Raisins, muscats, 25s	....	0 09
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 09¾
Green Fruits and Vegetables—		
Apples, American, box	3 25	3 50
Apples, B.C., box	....	3 00
Celery, Cal., doz.	....	1 25
Grape Fruit, Florida	....	6 80
Lemons, Messina	....	6 00
Lemons, California	7 50	8 50
Oranges, navel	4 00	4 75
Onions, Australian	....	5 25
Rhubarb, 40-lb. box	....	1 75
Potatoes, new	....	2 50
Potatoes, old	1 25	1 50
Pineapples	....	5 00
Strawberries	....	4 00
Tomatoes, Cal., case	2 39	2 85
Tomatoes, Florida	....	5 50
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts, shelled, 46c; in shell	....	0 19
General—		
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	....	2 65
Coffee, whole roasted, Rio	....	0 17
Potatoes, per bushel	....	1 50
Flour, 98's, $2.75; rolled oats, 80's	....	1 80
Rice, per cwt.	....	3 90
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	8 50	9 00
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; hump back, 1's	....	3 60

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., June 25.—It has been a very quiet week in local markets; business has been well up to standard, but there are streaks showing no activity. It has been expected there might be a change in sugar owing to the advance in New York, but it has not come yet, though dealers look for higher quotings; buying is light, but should be better with the preserving season on. Molasses are unchanged; dealers look for the present rates to continue, even booking orders two months ahead at the current quotations.

Pure lard is just a shade higher, 13¾c to 14¼c. Butter and eggs are unchanged; supplies are improving. Heavy shipments to outside markets are keeping prices steady here. Native vegetables are coming in better quantities. The first native strawberries were marketed this week at 35 cents a box; the crop is very late.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	23 75	25 00
Beef, corned, 1 lb.	2 55	2 75
Beef, corned, 2 lb.	4 25	4 85
Pork, American clear, per bbl.	24 25	26 25
Pork, domestic, per bbl.	....	29 50
Butter, dairy, per lb.	0 21	0 22
Butter, creamery, per lb.	0 25	0 26
Cheese, new, lb.	0 14	0 14¼
Eggs	0 20	0 21
Lard, compound, per lb.	0 11½	0 11¾
Lard, pure, per lb.	0 13¾	0 14¼
Flour and Cereals—		
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 80
Flour, Manitoba, per bbl.	....	6 45
Flour, Ontario, per bbl.	....	5 85
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel	....	2 25
Sugar—		
Standard granulated	4 60	4 70
United Empire	4 50	4 60
Bright yellow	4 40	4 50
No. 1 yellow	4 10	4 20
Paris lumps	5 30	5 60
Molasses, Barbadoes, fancy	0 27	0 28
Onions, Egyptian, lb.	....	0 05½
Currants, 1s, per lb.	0 08	0 08¼
Raisins, California, seeded	0 10	0 10½
Rice, per cwt.	3 40	3 50
Beans—	Per bush.	
Canadian white	2 35	2 45
Yellow eye	4 00	4 10
Canned Salmon—	Per 1 doz. case.	
Pinks	4 40	4 60
Cohoes	6 00	6 25
Red Spring	7 60	8 00

FISH AND OYSTERS.

MONTREAL.—Trade is fairly active and prices are as a rule low. Arrivals of fish in all lines are about the average at this season of the year. Gaspe salmon is plentiful and selling very low. It is predicted that it will reach a lower level this year than for a number of years. A big movement is expected to take place July 4, as demand is always good for that holiday. Halibut, haddock and all kinds of lake fish are arriving in fair quantities. Lobsters, shad, brook trout not so plentiful and prices are stiffer. Pickled and preserved fish of all kinds are slow. Now that fish prices are so seasonable dealers might profitably devote more attention to this department.

TORONTO.—Fish dealers in Toronto report good business, the turnover being practically altogether in fresh varieties. Little necks and sea bass are among the new arrivals, and Gaspe salmon have taken a big change in price.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 10	0 11
Haddock, fancy, express, lb.	0 04	0 07
Steak cod, fancy, express, lb.	0 07	0 08
Market cod, per lb.	0 05	....
Round pike, fancy, express, lb.	0 08	0 08
Flounders, fancy, express, lb.	0 06	0 08
Gaspe salmon, per lb.	0 14	0 18
Buck shad, fancy, express, each	0 30	....
Roe shad, fancy, express, each	0 60	0 80
Shad herring (Gaspereaux), each	0 02	0 03
Carp, per lb.	0 08	....
Dressed bullheads, per lb.	0 12	....
Dressed perch, per lb.	0 10	....
Brook trout, per lb.	0 30	....
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 12	0 11
Bluefish, per lb.	0 16	0 12
Herrings, per 100 count	1 50	1 75
Herring	....	0 07
Dore, per lb.	0 12	0 12
Mackerel, per lb.	0 08	0 12
Striped bass, per lb.	....	0 16
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	....	0 12

SMOKED FISH.

	Montreal.	Toronto.
Haddies, per lb.	0 08	0 08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, boneless, per lb.	.10	.10
St. John bloaters, 100 in box	1.10	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 10-lb. box	1.00	1.15
Kippered herrings, selected, 60 in box	1.00	1.25
Kippered herrings, ordinary, 60 in box	1.10	1.20
Smoked salmon, per lb.	.22	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked eels	.12	.10
Smoked halibut	...	.20

FROZEN FISH—SEA FISH.

	Montreal.	Toronto.
Salmon—Gaspe, large, per lb.	....	.12
Salmon, red—steel heads, per lb.	.12-.13	.12-.13
Salmon, red—sockeyes, per lb.	.10-.11	.11
Salmon, red—Cohoes or silvers, lb.	.10	.11
Salmon, pale qualla, dressed, per lb.	.07-.07½	.08½
Salmon, pale qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07½-.08	.09
Halibut, eastern chicken and medium, per lb.	.10-.11	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tulibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dressed or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lbs.	15 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls. 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 50	....
Herrings, Labrador, half bbls.	3 50	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	..	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imported milkers, hf bbls	5 00	....
Holland herrings, imported milkers, kegs	0 75	....
Holland herrings, mixed, half bbls.	6 00	....
Holland herrings, mixed, kegs	0 65	0 65
Lochfyne herrings, kegs	1 25	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb	7 50	7 50
Dried hake, medium and large, 100 lb.	7 00	....
Dried pollock, medium and large, 100 lb.	7 00	....
Dressed or skinless codfish, 100-lb. case	7 00	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs per lb.	0 07½	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed best standards, quart cans, each	0 35	....
Sealed best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	12 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, per lb.	0 20	0 40
Boiled lobsters, medium and large, lb.	0 16	....
Soft shelled crabs, doz	....	0 80
Winkles, bush.	....	3 75
Little Necks, per 100	....	1 25

ADDRESSES FOR GUILD MEETING

Montreal, June 25. — (Special).—Though plans for the programme for the annual meeting of the Dominion Wholesale Grocers' Guild, which will be held in Montreal, Monday and Tuesday, July 6 and 7, are not yet complete, arrangements are being made to make the sessions of considerable interest.

E. F. B. Johnston, of Toronto, will address the members on general questions of business from a legal point of view. H. C. Beckett, Hamilton, of the Ontario Guild, will deliver an address dealing with the relationship between manufacturers and wholesalers.

The meetings will be held in the council room of the Board of Trade, and manufacturers have been invited to be present to hear the addresses, which bear particularly on matters that affect them.

The visiting delegates will be entertained at dinner Monday evening at the Ritz Carlton by the Montreal Guild.

FLOUR and CEREALS

Flour May Follow Wheat Down To Compete for Export Bids

The Price of Wheat Declines About 2c in Week —Bran Weak, but Shorts Holding Well—High Cash Prices for Corn and Oats Takes up the Prices of Other Cereals Following Advance in Corn.

MONTREAL.

Flour.—There is no change in the flour market. Demand is quiet and prices unchanged. Export business is not very active and millers declare they cannot compete with other exporting countries to the same extent as usual owing to the high prices ruling for old wheat crop in Canada and the high ocean freight rates.

Manitoba Wheat Flour—	per bbl.
First patents	5 60
Second patents	5 10
Strong bakers'	4 90

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	5 25	5 50
90 per cent.	4 90	5 10
Straight roller	4 70	4 90
Blended flour	4 85	5 25

CEREALS.—Tone of the markets for rolled oats is firm with moderate amount of business passing for the season. Exports last week were considerably ahead of the same week a year ago.

Cornmeal—	Per 96-lb. sack
Kiln dried	2 10
Softer grades	1 95
Rolled Oats—	90's in jute
Small lots	2 25
25 bags or more	2 15

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled wheat—	100-lb. bbls.
Small lots	2 85
Hominy, per 96-lb. sack	2 50

MILL FEEDS.—Demand for mill feed still continues active and millers are shipping it out as fast as it is milled. Usually at this time of year there is a falling off in orders, but on account of the dry weather this spring there has been a fairly steady demand right along. Prices are still maintained at the figures last quoted.

Mill Feeds—	Car lots, per ton
Bran	23 00
Shorts	25 00
Middlings	28 00
Wheat moulee	28 00
Feed Flour	33 00
Mixed, chop, ton	30 00
Crushed oats, ton	30 00
Barley, pot, 98 lbs.	2 75 3 00
Oat chop, ton	30 00
Barley chop, ton	30 00

TORONTO.

FLOUR.—Market continues weak on receipt of very favorable reports from the Western wheat fields which have resulted in a decline of a couple of points for the cereal during the week. Prices are holding the same but it is questioned in some quarters if they can keep up in view of the cheapness of American wheat and the keenness of competition for export trade. While there are indications of a big crop in the West the price is getting down to a basis where there is not much profit—the reduction being due to the phenomenal yield in the United States winter wheat districts. In Ontario, reports of the winter wheat show a prospect of about a 60 per cent. crop, for the growth is very patchy. There has been an absence of sufficient rain, and this outlook is not very favorable in view of the low prices and it is not likely that there will be any Ontario flour for export during the next season.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	5 70	5 50
Second patent	5 20	5 00
Strong bakers	5 00	4 80

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 55	4 95
90 per cent.	5 05	4 75
Straight roller	4 95	4 55
Blended flour	4 85	5 25

CEREALS.—The strength of the grain market on cash quotations, which has had the effect of raising the price for corn products, has been followed by strength with regard to oatmeal and an advance of 5c by some of the mills; and has also had the effect of giving additional strength through the list. This strength is rather unusual at this season of the year when demand for cereals is not very strong, but it is warranted by the high prices of grain on hand which the mills must now bid for.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 75
Buckwheat grits, 98 lbs.	4 75	5 00
Corn flour, 98 lbs.	....	2 50
Cornmeal, yellow, 98 lbs.	2 30	2 45
Graham flour, 98 lbs.	....	2 70
Hominy, granulated, 98 lbs.	2 50	2 60
Hominy, pearl, 98 lbs.	2 50	2 60
Oatmeal, standard, 98 lbs.	2 50	2 65
Oatmeal, granulated, 98 lbs.	2 50	2 65
Peas, Canadian, boiling, bush.	2 00	2 25
Peas, split, 98 lbs.	3 35	3 45
Rolled oats, 90-lb. bags	2 30	2 40
Rolled wheat, 100 lb. bbl.	3 15	3 30
Rye flour, 98 lbs.	2 75	3 00
Wheatlets, 98 lbs.	2 90	3 10
Whole wheat flour, 98 lbs.	....	2 50

MILL FEEDS.—Market is beginning to develop a weakness for bran, and although quotation holds, a dollar under would look good for large orders. Shorts are holding well, but rains at this season and continued good pasturage would soon have effect.

Mill Feeds—	Mixed cars, per ton	
Bran	23 00	25 00
Shorts	25 00	27 00
Middlings	27 00	28 00
Wheat moulee	28 00	30 00
Feed flour, per bag	1 55	1 60

OTTAWA GROCERS' PICNIC.

Ottawa, June 25.—(Special).—The Retail Grocers' Association of Ottawa will picnic at Carleton Place on Monday, August 30, Ottawa's civic holiday. The new officers of the association are:—

President, Alexander Phillips; 1st vice-president, T. Bowman; 2nd vice-president, H. Henderson; secretary, Mr. Hurteau; executive, J. Mundy, F. Fowler, T. W. Collins, A. G. Johnson; auditors, A. P. Johnson and A. S. Moreland.

A committee is making preparations for the picnic.

WINNIPEG.

FLOUR AND CEREALS. — There never was a season when price of flour remained stationary so long. Wheat market, which has tended down on receipt of good crop news, has had no effect on the price of flour. Price would go down if anything.

Hand to mouth buying continues in cereals, retailers not carrying stocks. Same applies to feeds.

Manitoba Wheat Flour—	Per bbl.
First patents	5 30
Second patents	4 70
Strong bakers'	3 90 4 00
Cereals—	
Rolled oats, per 80 lbs.	1 75 1 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 25

HAMILTON CLERKS HAVE PICNIC.

The grocery and shoe clerks of Hamilton, Ont., held a picnic last week in the Dundas Driving Park. The grocery clerks played the shoe clerks in a double header of soft ball, the first game ending with a score of 9-7 in favor of the shoe clerks. After partaking of supper prepared by the lady clerks, the next game ended with grocers 18 and shoe clerks 13. There was a large crowd bowling on the green in the afternoon and a band concert in the evening.

NEW BRANCH.

McNall and Company, Limited, wholesale biscuit and candy jobbers, started business in Regina, Sask., June 1, opening up in the Teese and Persse block on Ross street. This firm is composed of local business men with Mr. McNall as manager. They have taken over the business lately run as the George Weston Company.

FRUIT & VEGETABLES

Cherries and Strawberries in Season; Canadian Vegetables Bring Down Prices

Berry Season Will Likely be Short—General Shift in Prices in Both Departments — Tomatoes Are a Little Higher—Ontario Old Potatoes Are Off the Market.

MONTREAL.

GREEN FRUITS.—There has been a further reduction this week in price of new California fruits. Cantaloupes declined 75 cents a crate. Strawberries are slightly cheaper. California Valencia oranges have advanced somewhat and Sorrentos are cheaper. Lemons are up 50 cents a box and grape fruit are also higher. Business is somewhat improved with the larger variety now offered.

Apples—		
Ben Davis, No. 1	....	8 00
Cooper's Market, No. 2s, per bbl.	....	6 50
No. 1 Cooper's Market, box	....	3 00
No. 1 Winesaps, box	....	3 00
Bananas, crate	2 00	2 50
Grapefruit, 54-64 80-96 size, case	4 00	5 50
Cocoanuts—		
100 to 150 size	....	4 25
Lemons, Messinas—		
Extra fancy, 300 size	....	5 50
Fancy, 300 size	4 50	4 50
Choice, 300 size, bags	....	4 00
Limes, small boxes	....	1 25
Oranges—		
Sorrentos, 200 size, per box	....	3 00
California, late Valencia, 176-216-250-288	....	2 75
California, 126 size, box	....	3 00
California, 80 and 96 size, box	....	2 75
Pineapples—		
24 size	....	3 50
30 size	....	3 25
Canadian strawberries, per box (qts.)	0 13	0 18
California cantaloupes, per crate of about 40	....	4 25
Watermelons, each	0 65	0 70
Peaches, per box	....	1 75
Plums, per crate	2 00	2 50
Apricots, per crate	....	1 75
Cherries, California, box	....	3 00

VEGETABLES.—New Virginia potatoes are now arriving to take the place of Bermudas which are about done. They are selling at $4.50 to $5 per barrel. New sweet potatoes are also being offered at $2.25 per hamper. Mississippi tomatoes in four basket crates are selling at $1.35 to $1.50 per basket. New native carrots, beets and parsnips are arriving and replacing the southern stock.

Asparagus, Canadian, per doz.	2 75	3 00
Asparagus, small bunches—		
2½ doz. (baskets)	1 50	1 75
Beans, wax, basket, Florida	2 50	3 00
Beans, green, crate, Florida	2 50	3 00
New beets, doz.	....	0 75
Cabbage, per dozen	....	1 00
Cabbage, new, per crate	2 00	2 25
Carrots, new, doz.	....	0 75
Wash. celery, per doz.	1 25	1 50
Cucumbers, baskets	1 75	2 00
Egg plant, per dozen	2 50	3 00
Lettuce, Boston, box	1 75	....
Canadian lettuce, per box, 3 to 4 doz.	1 00	1
Mushrooms, basket, 4 lbs.	....	2 50
Onions—		
New Egyptian, per lb.	0 05	0 05½
Texas, white and yellow, crate 50 lbs.	3 00	3 50
Shalottes, per dozen bunches	0 50	....
Parsnips, bag	....	2 50
Parsnips, new, per doz. bunches	....	2 00
Parsley, Canadian, per doz. bunches	0 35	0 50
Peppers, green, 3½ qt. basket	0 50	0 60
Potatoes—		
New potatoes, Virginia, barrel	4 50	5 00
Green Mountains, $1.25; Quebec	....	1 10
Potatoes, new, sweet, Jersey, hpr.	....	2 25
Radishes, per doz. bunches	0 15	0 35
Rhubarb, dozen	0 15	0 20
Spinach, Montreal, in boxes	....	0 50
Sour grass, per box	1 00	1 25
Turnips, Quebec, bag	....	1 00
Turnips, Canadian, bag	....	0 75
Tomatoes, Florida, choice, crate	3 00	3 25
Tomatoes, Florida, fancy, crate	3 50	4 00
Tomatoes, Mississippi (4-bkt. crate)	1 35	1 50

TORONTO.

GREEN FRUITS.—Dealers in fruits and vegetables have changed to their summer quarters in the market building where they can unload cars directly to their own platforms. They report a fairly good business, being on average equal to, if not better than, a year ago. There is a seasonable change in prices along line. Strawberries are coming in freely but prices are holding up for time of the year. Recent rains should help development, but a large crop is not looked for by dealers. Cherries are coming into the market freely and range in prices from 75c a basket to double that figure. California naval oranges are out of the market, and Valencias are in good demand. Pineapples are firmer and coming in less volume, while imported plums have slid down price scale. Several varieties of American apples are now offered.:

Apricots	1 75	2 00
Apples—		
American box	2 00	2 25
Bananas, per bunch	1 50	2 00
Cantaloupes, crates	....	4 50
Cocoanuts, sack	....	2 50
Cherries, basket	0 75	1 50
Cherries, case	2 25	2 50
Grapefruit, Florida, case	4 00	4 50
Oranges—		
California late Valencias	....	3 50
Oranges, M. sweets	....	3 00
Lemons, Verdilla	5 00	5 50
Pineapples, Cuba, case	3 50	3 75
Plums, crate	1 75	2 00
Peaches, crate	1 50	1 75
Peaches, Georgia, 6 bas. crate	....	3 50
Strawberries, Canadian	0 11	0 13
Gooseberries, basket	0 75	1 00

VEGETABLES.—With the advance of the season Canadian vegetables are coming more plentifully and there is an appropriate change in the prices. Green peas have not been added to the list at $1.10 to $1.25 a basket in the pod. New cabbage, onions, carrots and lettuce are all cheaper and new potatoes are slightly lower although end of New Brunswick stock is holding up strong with Ontarios out of the running. Watermelons are being received in large consignments, and are cheaper. Tomatoes are holding price well and an increase of cent a pound is noted for Canadian hothouse product.

Asparagus, Canadian, basket	1 00	1 50
Beets, Canadian, new, per doz. bchs.	....	0 30
Green and wax beans, hamper	....	2 25
Cabbage, new, Southern, case	2 40	2 50
Carrots, Florida, hamper	....	1 50
Carrots, Canadian, new, doz. bunches	....	0 30
Cucumbers, Florida, hamper	....	2 00
Cucumbers, Canadian hothouse, bkt.	1 25	1 50
Celery, doz.	....	1 35
Lettuce, doz.	0 20	0 40
Mushrooms, per lb.	0 60	0 75
Onions—		
Egyptian, bag	5 50	6 25
Green, doz.	0 10	0 15
Green, long, box	....	1 50
Green peppers, basket	0 75	1 00
Potatoes, New Brunswick, per bag	1 35	1 40
Potatoes, new, bbl.	5 50	5 75
Peas, green, hamper	2 50	3 00
Peas, Canadian, basket	1 00	1 25
Parsley, basket	....	0 65
Rhubarb, per dozen	....	0 30
Spinach, Canadian, bush.	0 40	0 50
Tomatoes, Florida, per case	....	3 50
Tomatoes, Mississippi, crate	....	1 50
Tomatoes, Canadian, hothouse, lb.	....	0 16
Radishes, Can., per doz.	....	0 25
Watermelons	0 50	1 25
Watermelons	0 50	1 65

WINNIPEG.

GREEN FRUITS. — First cars of watermelons arrived this week, selling $7 crate. First raspberries from West also in. Hood River strawberries are up from $3.50 to $4. Cherries are now coming from Washington, and are selling at $2.

Apples—		
Ben Davis, No. 1, bbl.	....	6 00
Wine saps, Spitz, ex. fancy, box	....	3 00
Fresh Cal.	....	2 00
Bananas, lb.	....	0 04
Grapefruit, 54-64 80 size, case	5 00	5 50
Lemons—		
California	....	6 50
Messina	....	6 00
Melons, crate	....	7 00
Oranges—		
California Valencias	....	4 00
Pineapples, Florida, crate	4 50	5 00
Peaches, fresh, Cal.	1 75	2 00
Plums, fresh, Cal.	....	2 50
Strawberries, Hood River	....	4 00
Strawberries, Bay Island	....	3 50
Cherries, Wash.	....	2 00

VEGETABLES. — Hothouse cucumbers are down to $1.25 from $1.50. Lots of home-grown radishes and leaf lettuce coming in very cheap. Leaf lettuce is selling 25c doz., the price last week being 40c. Old southern potatoes are up from $1.20 to $1.40 a bushel. Radishes are selling 25c doz. Apart from these little change in market.

Asparagus, doz.	....	0 75
Beets, new, bag	....	3 50
Cabbage, Mississippi, crate	....	3 00
Carrots, new, bag	....	3 50
Cauliflower, Cal., crate ...)	....	2 00
Florida celery, crate	....	5 00
Cucumbers, extra fancy, hothouse, doz.	....	1 25
Green peas, lb.	....	0 12½
Green pepper, crate	....	5 00
Head lettuce, Minnesota, hampers	....	3 50
Head lettuce, Cal., crate	....	4 50
Leaf lettuce, doz.	....	0 25
Onions—		
Texas, crate	....	3 00
Cal., bag	....	5 00
Parsnips, per cwt.	....	2 50
Parsley, per doz. bunches	....	0 60
New potatoes, per bbl.	....	6 00
Potatoes, old, Southern, bush.	....	1 40
Radishes, doz.	....	0 25
Tomatoes, Florida, per crate, 6 bkts.	....	4 50
Turnips, new, bag	....	3 50
Shallots, per doz.	....	0 80

W. J. Swift, representative of the Red Rose Tea Co., in West Toronto, has left the city for his vacation.

D. T. Williamson, of Brantford, Ont., while in the city this week was displaying the gold medal won by the Canada Starch Company at the Nova Scotia Provincial Exhibition of 1913, which he had just received. The trophy is a very handsome one and the milling is particularly fine.

PRODUCE & PROVISIONS

Butter and Cheese Markets Easier; A Decline Noted in Price of Lard

Dairy Products Are Too High for the Export Trade, but Domestic Packers Are Taking Most of the Output—Provision Market Fair, but no Advance in Meats, and Lard is Much Easier.

MONTREAL.

PROVISIONS. –A steady feeling has prevailed in the market for most lines of provisions, and market in consequence is without any new feature in this respect. A fairly active demand is noted for all lines of cured and smoked meats, but volume of business is not as large as a year ago, due to the colder weather. Collections have been very bad, and there seems to be more complaint from this department than from any other division of the grocery trade. Lard is easy, but there has been no change in prices.

Hams—	**Per lb.**	
Medium, per lb.	0 18	0 19
Large, per lb.	0 17½	0 18
Backs—		
Plain, bone in	....	0 22
Light, per lb.	....	0 19
Boneless	....	0 25
Peameal	....	0 26
Bacon—		
Breakfast	0 19	0 21
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	0 29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	28 50
Heavy short cut clear	....	28 50
Clear fat pork	....	27 50
Clear pork	....	26 50
Lard, Pure—	**Per lb.**	
Tierces, 375 lbs. net	....	0 13
Tubs, 50 lbs. net	....	0 13¼
Boxes, 50 lbs. net	....	0 13¼
Pails, wood, 20 lbs. net	....	0 13½
Pails, tin, 20 lbs. gross	....	0 13
Cases, 10-lb. tins, 60 in case	....	0 13¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 14
Bricks, 1 lb. each	....	0 14¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10½
Tubs, 50 lbs., net	....	0 10¾
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 11
Pails, tin, 20 lbs., gross	....	0 11
Cases, 10-lb. tins, 60 in case	....	0 11¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 11¾
Bricks, 1 lb. each	....	0 12¼
Hogs—	**Per cwt.**	
Dressed, abattoir killed	12 75	13 00

BUTTER.—Though prices have fluctuated somewhat during the past week or two, there has been no actual change in quotations from jobbers. At Cowansville and St. Hyacinthe bidding has been quite brisk, but it is stated that the tight money situation has prevented a number of the dealers from laying in as large stocks as they would like to secure. There has been a fair amount of export business. Receipts this year show a considerable falling-off from last year at this time. Since May 1st to date there is a decrease of 24,986 packages, as compared with the corresponding period last year.

Butter—		
Finest creamery, new milk	0 25½	0 26
Dairy butter	0 20	0 22

CHEESE. — A somewhat unsettled feeling developed in the cheese situation this week, and in consequence the prices paid at the boards throughout the country were very irregular, some of them showing an advance of ⅛c to ½c a pound; others a decline of 1/16c to ¼c; while prices paid at a few were unchanged, as compared with last week's ruling figures. Prices in a jobbing way are unchanged.

Cheese—		
New make	0 14½	0 15
Old specials, per lb.	0 15	0 16
Stilton	....	0 17

EGGS.—No change in egg prices since last report. Receipts have been fairly good, and local demand about average.

Eggs, case lots—	**Per dozen.**	
New laids	....	0 27
No. 1s	....	0 23
Splits	0 20	0 21

HONEY.—Market is steady for all grades, except buckwheat, which is easier. According to recent reports from the country, the new crop of honey will be later than usual this season, but as supplies of old on spot are ample to fill all requirements, there will be no shortage in the meantime.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 20	0 15—0 16

POULTRY.—Demand is active and no change in prices. There is a good supply of all kinds, but no more than sufficient to fill orders.

POULTRY.		
Fresh stock—	**Live.**	**Dressed.**
Broilers, per lb.	....—....	....—0 25
Ducks, milk fed	0 16—0 18	0 18—0 19
Fowl	0 18—0 20	0 17—0 19
Geese	....	0 15—0 16
Turkeys, spring	....	....—0 23
Turkeys, old Tom	....	0 14—0 16
Milk fed chickens, lb.	....	....—0 25
Milk fed broilers, lb.	....	....—0 30

TORONTO.

PROVISIONS.—There is a fair business reported in provisions, but prices are still holding on an even basis. On other hand, there has been a reduction of ½c all round on pure lard announced by some of the packers.

Hams—		
Light, per lb.	0 17½	0 18
Medium, per lb.	0 17	0 17½
Large, per lb.	0 15	0 16
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 23	0 25
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 18¼
Roll, per lb.	0 15	0 16
Shoulders, per lb.	0 14	0 14¾
Pickled meats—1c less than smoked.		

Dry Salt Meats—		
Long clear bacon, light	0 14¼	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, p'er lb.	....	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	26 00	26 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12	0 12¼
Tubs, 60 lbs.	0 12¼	0 12¾
Pails, 20 lbs., per lb.	0 12½	0 13
Tins, 3 and 5 lbs., per lb.	0 13	0 13¾
Bricks, 1 lb., per lb.	0 13¾	0 14¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10¼
Tubs, 50 lbs., per lb.	0 10¼	0 10¾
Pails, 20 lbs., per lb.	0 10½	0 11
Hogs—		
F.O.B., live, per cwt.	7 50	7 60
Live, fed and watered, per cwt.	7 85	7 95
Dressed, per cwt.	10 50	11 00

BUTTER.—Packers are still bidding for the June product, and the prices are holding. Western exports are not counted on for business this year, although there may be a few early shipments to the coast. Prices are still too high to make profitable export business to States.

Butter—		
Creamery prints, fresh made	0 25	0 26
Separator prints	0 22	0 23
Dairy prints, choice	0 20	0 21
Dairy, solids	0 19	0 20

EGGS.—Eggs are inclined to be firm, although there is not a great deal going on in market. The great majority of the receipts are going into consumption.

Eggs, case lots—	**Per dozen.**	
Strictly new laid, in cartons	0 25	0 26
Selects	0 24	0 25
Straights	0 22	0 23
Trade eggs	0 20	0 21
Splits	0 18	0 20

CHEESE.—A disappointing demand for cheese in England, where the bids did not go as high as expected, resulted in prices going back a fraction, but they are still hardly on a basis to encourage a large volume of business.

Cheese—		
Old, large	0 16½	0 17
Old, twins	0 16¾	0 16½
New, large	0 13¾	0 14¼
New, twins	0 14	0 14½

POULTRY.—There has been a falling-off in the demand for fowl, although there are high prices being paid for spring chickens, and higher prices prevail in this department.

Fresh Stock—	**Live.**	**Dressed.**
Fowl	0 13	0 15
Spring chickens, lb.	0 30	0 35
Geese	0 14	0 16
Turkeys, spring	0 17	0 22
Turkeys, old Tom	0 15	0 17

HONEY.—

Clover, bbls., per lb.	0 08	0 08½
60 30-lb. tins, per lb.	0 08½	0 09¼
10, 5-lb. tins, per lb.	0 09½	0 10
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07¼
Comb	1 75	2 00

WINNIPEG.

PROVISIONS.—Good sales of smoked meats, cooked and jellied meats, owing to warm weather. Advances expected during the summer. Shoulders quoted at 13c in this paper, are selling as high as 15c. Lard prices are unchanged.

Cured Meats—		
Hams, per lb.	....	0 21
Shoulders, per lb.	....	0 13
Bacon, per lb.	....	0 26
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00

Lard—	
Tierces, per lb.	0 11½
50 lb. tubs	6 00
20 lb. pails	2 48
3 lb. tins, cases	7 65
5 lb. tins, cases	7 57½

BUTTER.—Butter is beginning to arrive in good quantities. Quality good, prices are firm. Certain poor qualities are being offered at low prices, but are not meeting with a ready market. Manitoba creamery quoted at 27c, and dairy 19 to 24c.

Creamery, Manitoba		0 27
Dairy	0 19	0 24
Cooking	0 12	0 16

EGGS.—Market is firm, and price will advance, but not yet affected. Receipts show big shrinkage owing to hot weather and lots of bad eggs coming in.

Eggs—	
Extra first	0 24
Checks	0 17
Extras, in cartons	0 27

CHEESE.—Market has firmed up, but prices unchanged. New cheese is now regulating the market.

Cheese—	
New, large	0 15
New, twins	0 15½

Advances Made in Early Closing

Not Only Are Merchants in the Larger Centres Tending This Way But Also Those in Smaller Places—Working Hours Being Cut Down to Permit of Some Recreation.

LIKE the wave in favor of a half holiday every week that has been advancing so rapidly during the past few years, there is also a rapid development towards earlier closing. Many of the merchants in the larger centres, and in the main streets particularly, have, of course, been cutting down working hours during recent years, but of late we see a popular note in its favor from the trade in the smaller places.

From the following list of Ontario towns will be seen the trend of the times in this regard:

ALEXANDRIA.—Close at 8 p.m. five nights, except June, July and August, when they close at 6.30.

AMHERSTBURG.—Close every night at 6 o'clock, except Saturday.

ALLISTON.—At 6 p.m. Monday, Wednesday and Friday.

ALVINSTON.—At 6 p.m. three nights a week.

ATWOOD.—At 6 p.m. on Monday, Wednesday and Friday.

BEAVERTON.—At 6 p.m., except Wednesday and Saturday.

BRIGDEN.—Close at six o'clock every night, except Saturday.

BRIDGEBURG.—At 7 p.m., with the usual exceptions.

CALLENDER.—At 6 p.m. Monday, Wednesday and Friday.

CARLETON PLACE. — Most merchants close at 6 p.m. Monday, Wednesday and Friday.

CARDINAL.—At 7 p.m. three nights a week.

CHESTERVILLE.—At 6 p.m. Monday, Wednesday and Friday, and at 8 p.m. Tuesday and Thursday.

CAYUGA.—At 6 p.m. except Wednesday and Saturday.

BANCROFT—At 6 o'clock Monday, Wednesday and Friday.

DORCHESTER.—All stores close one night a week at seven o'clock.

DRESDEN.—At 6 p.m. Monday, Wednesday and Friday.

ERIN (Wellington City). — Close Tuesday and Friday at seven o'clock year round, with usual exceptions.

ELK LAKE.—Close at six o'clock Wednesdays and Fridays from June to October.

ELMVALE.—At 6 p.m. Monday, Wednesday and Friday.

FORDWICH.—Close early Mondays, Wednesdays and Fridays.

FINGAL—At 7 o'clock on Tuesday and Friday from June 16 to August.

FINCH.—At 7 p.m., except Wednesday and Saturday.

GRIMSBY.—Close at 6 p.m. every day, except Saturday and days before holidays.

HUMBERSTONE. — Close at 6.30 p.m., except Saturdays and nights before holidays.

HAWKESBURY.—At seven o'clock Tuesdays and Fridays the year round.

GRAND VALLEY.—Close at six o'clock, except Wednesday and Saturday.

JARVIS.—Close at 6.30, except Wednesdays and Saturdays.

KINCARDINE.—Close at 6.30 during summer months.

LANCASTER.—Close at 7 p.m. Tuesdays and Fridays.

LANARK.—Close at 6 p.m. Monday, Wednesday and Friday.

LINDSAY.—At 5 o'clock each evening except Saturday during summer months beginning June 15.

MANITOWANING.—At 7 p.m., except Wednesday and Saturday, during May, June, July, August and September.

ORONO.—Closes early every other night.

L'ORIGINAL.—Early closing twice a week.

PORT ELGIN.—Six o'clock the year round, and 10.30 preceding holidays.

ROCKLAND.—6 p.m. Tuesdays and Fridays by city by-law.

SIMCOE.—6.30 p.m. Monday, Wednesday and Friday, except on 10th or 15th of month, or preceding a holiday.

STAYNER.—6 p.m., except Saturday.

STANFIELD. — 6.30 p.m. Monday, Wednesday and Friday.

SUDBURY.—All stores close not later than 7 p.m.

WIARTON.—Close every evening at six o'clock, with usual exceptions.

WESTPORT.—Close Tuesdays and Fridays at 6 p.m.

WINCHESTER.—Close at 6 p.m. five nights a week.

PARCEL POST BOOSTS PRICES.

(Continued from page 37.)

price, they cost the consumer 26 cents in the city. These eggs come direct from the farm to the table, yet she figures that the cost will be more than the retailer in the city now charges. Surely, this is a complete vindication of the grocer.

Grocers Not in Danger.

Summed up in its entirety, I believe, the city grocer is in no danger from Burleson's parcel post fight to put the farmer's product on the table of the city populace. In the first place, the plan is not practicable for a general application as the city people, after a trial or two, will readily see that the farmer is "getting his" in the way of excessive prices over those of the regular dealer, while the latter's superior and prompter service will weigh heavily against its spread, to say nothing of the trouble incident to ordering and getting supplies by mail, as well as the fact that the farmer can only take care of the needs for a limited time during the year.

As now handled, eggs, for illustration, are bought by the country merchant at market prices, the farmer being given merchandise in exchange. The country dealer is supposed to make his profits on his merchandise (if possible) and he then sells the eggs to the city commission man, who makes a gross profit of one to two cents a dozen and the retail distributor uses them as a leader. In other words, eggs are now bringing around 16¼ cents in the country, the retailer is selling them for 20 cents, or a difference of about 3¾ cents between what the farmer gets and what the consumer pays, while under the parcel post system these same eggs are averaging around 30 cents to the consumer as indicated in the forepart of this article, and 20 cents to the farmer.

Foley Bros., Larson & Co.

wholesale grocers, formerly in business at Winnipeg, Man., and Edmonton, Alta., have discontinued business and are now in process of liquidation. Correspondence should be addressed to the Company, c|o Foley Bros. & Co., St. Paul, Minn.

When Buying Seeded Raisins

You are Sure to get the very Finest quality if you specify

"PANSY" brand Fancy Quality

"DAPHNE" brand Choice Quality

Packed by

Guggenhime & Co.

San Francisco
California

Horseradish Mustard

BAYLE Horseradish Twins Want a Home in EVERY JOBBING CITY IN CANADA

Horseradish Cream

CANADIAN REPRESENTATIVES:
Winnipeg—Ruttan, Alderson & Lound Co., Ltd.
British Columbia—Hamblin & Brereton, Ltd.
Edmonton, Alta. Geo. J. Benjamin.
Regina—G. C. Warren.
London, Ont. J. Harley Brown.
St. John, N.B.—Walter W. Chase.
Toronto—Harry Horne Co.

WE WANT BROKERS AT POINTS NOT MENTIONED ABOVE.

MADE ONLY BY

Geo. A. Bayle, St. Louis, U.S.A.

Established 1888—Originator of Horseradish Mustard, Peanut Butter, Horseradish Cream, Etc.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.
The King's Food, 2 doz. in case, per case, $4.80.
White Swan Barley Crisps, per doz., $1.
White Swan Self-rising Buckwheat Flour, per doz, $1.
White Swan Self-rising Pancake Flour, per doz., $1.
White Swan Wheat Kernels, per doz., $1.50.
White Swan Flaked Rice, $1.
White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freight alowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant		0 13
Raspberry		0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

You can enlarge distribution of your products through our group of warehouses

The recent opening of our sixth branch at Vancouver, B.C., gives us still wider scope for distribution of the products of Eastern Canada, U.S., and Foreign Manufacturers. Our well-organized staff of salesmen who call daily on the trade will place your goods before most every buyer in the vast Western Market, (from the Lake Front to the Coast.) Let us tell you more about our service, storage and shipping facilities. It will be worth your while to investigate our proposition. Write NOW.

Nicholson & Bain

Wholesale Commission Merchants and Brokers

Winnipeg, Man.

Branch Offices and Warehouses:

REGINA, SASKATOON	SASKATCHEWAN
CALGARY, EDMONTON, LETHBRIDGE	ALBERTA
VANCOUVER	BRITISH COLUMBIA

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario

"Sherer's" Grocery Counter

For 20 Years the Leader

and leadership means excellence, but unfortunately it also means *imitators*, and cheap ones at that.

PATENT PENDING

The argument in favor of the Sherer Counter is perfection in adaptability to the grocer's use—perfection in material and perfection in construction.

The Imitator's talk is of the cheapness of his product.

But Quality is worth the price, and the name of "Sherer" on a Counter is a guaranty of Quality.

Full information in our free Catalog Number C10.

SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

From

the waters of

Norway

the home of the finest sardines in the world—come the

KING OSCAR BRAND SARDINES

Customers everywhere appreciate the superior quality and deliciousness of these carefully packed little fish. They are carefully selected as to size, and only purest olive oil is used in the packing.

Place your order now for the new pack, as the season's demand may exceed the supply.

Get quotations from your Wholesaler

CANADIAN AGENTS

J. W. Bickle & Greening

(*J. A. Henderson*)

HAMILTON ONTARIO

Unsweetened Chocolate.

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate. 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26

Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½ lb. packages, 2 doz. in box, per doz.	0 90

Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk, No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½'s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins., 39c. lb.; German's sweet chocolate, ¼ and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½ and ½-lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.

The above quotations are f. o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 50
Clover Brand, each 4 doz.	4 50

Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each 2 doz.	4 30
"Reindeer" Coffee and Milk, "small," each 4 doz.	5 50
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 50

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 38

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

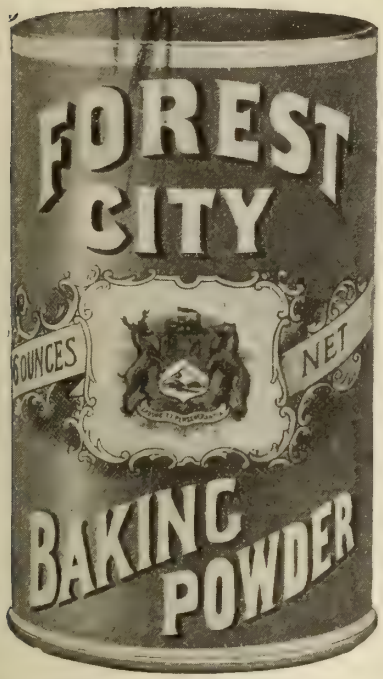
Quintessential.

1 oz. (all flavors), doz.	1 05
2 oz. (all flavors), doz.	2 00
2½ oz. (all flavors), doz.	2 30
4 oz. (all flavors), doz.	3 50
5 oz. (all flavors), doz.	4 50
8 oz. (all flavors), doz.	6 50
16 oz. (all flavors), doz.	12 00
32 oz. (all flavors), doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapeleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottle (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $30)	15 00



—makes the baking good

When the housewife uses **Forest City** Baking Powder the result is light, fine-grained, tasty baking.

To the dealer it means a satisfied customer and continued patronage.

Forest City has been a home favorite for over 25 years.

Stock and Display.

Gorman, Eckert & Company
LIMITED
London **Ontario**

Western Selling Agents
Mason & Hickey, Winnipeg

The "Eclipse"

the last word in refrigerator production—handsome and durable

A show case, counter and refrigerator all in one. Has a most perfect insulation and rapid dry, cold air circulation. Strongly built of oak with plate glass top and sides with adjustable glass shelves within. The ideal display case for meats, dairy products, etc. Reduces ice expense to a minimum. A sure trade-puller.

Our free booklet gives full particulars.
Isn't it worth your while to investigate?

Ryan Brothers

WINNIPEG, MAN.

Continental Quality

has never been questioned.
If you have satisfied yourself that

Continental Grocery Bags

have no superior in any feature, consider the prices which are no higher than are usually asked for bags of inferior quality and make.

Samples on request.

The Continental Bag & Paper Co., Limited

Manufacturers **OTTAWA**

Branches: Montreal and Toronto

Agencies throughout Canada

Careful Attention to Detail Insures Perfection

It is not enough to merely stop up a bottle's mouth with cork—it should be sealed.

YACHT CLUB SALAD DRESSING

bottles are **hermetically** sealed. The cap is absolutely air-tight. Yet a child can open the bottle, so easily does the aluminum seal tear. Over all is the sanitary screw cap—convenient for the housewife after opening. Give your customers **the perfect Salad Dressing—Yacht Club.** Highest quality, bottled well. Let us tell you more regarding this business-builder.

W. G. Patrick & Co., Ltd.

Montreal Toronto Winnipeg Vancouver

TILDESLEY & CO., CHICAGO., U.S.A.

Cooked Hams

This is the Season for Cooked Meats. Are you cultivating this trade on your provision counter? You will find it both profitable and attractive. Let us send you particulars.

F. W. FEARMAN CO., Limited

Hamilton, Ont.

Fresh Fruits and Vegetables

The market is well supplied from the South and arrivals are heavy.

Let us have your orders regularly.

Largest assortment—best prices.

Fresh Cars Strawberries, Pineapples, Late Valencia Oranges, New Potatoes, Cucumbers, Cabbage, etc., etc.

WHITE & CO., Limited, Toronto

Branch at Hamilton

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

1 lb. glass (2 doz. case)	$1 90	$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	$1 60	$1 55
2lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins.
D. S. F., ¼-lb.	$1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Quebec.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs.	5½

Terms, Net 30 days.

Ontario.

L' ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naphtha as a free premium.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs.	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwarsburg silver gloss, 1 lb. chrome pkgs.	.07½
48 lbs. silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 00

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

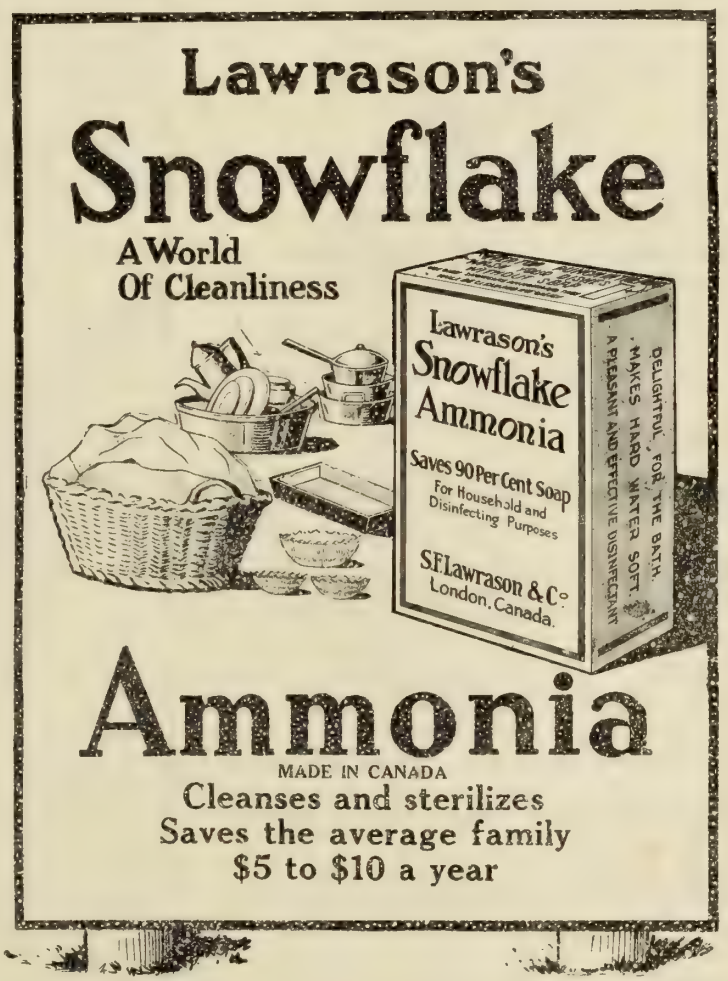
Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.06
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.)	

Do You Realize the Part the Bill-board is Playing in Your Business?

YOUR CUSTOMERS HAVE SEEN THIS SIGN

This bill-board sign stands everywhere in the most conspicuous places, drawing the housewives' attention to Snowflake Ammonia, and giving them the reason why they should start or continue to use this great labor and money-saving cleansing medium in their homes.

These bill-boards are gradually turning the housewife's business the way of the grocer who pushes Snowflake Ammonia—not alone for cleansing mediums, but for everything else. How much of this increased business are you planning on?



S. F. Lawrason & Co.

LONDON, CANADA

Fish—the most wholesome summer food

Why not supply your customers with the high quality Brunswick Brand Sea Foods? They are the select of the fishermen's catch and are prepared in the most modern factories on the Atlantic coast.

Our aim has always been to co-operate with the wholesale and retail grocers and to give the consumer a good article at a fair price.

Look over your stock, Mr. Grocer, and see what "Brunswick" lines you are short. Here is a list of our leaders:

¼ Oil Sardines,

¾ Mustard Sardines,

Kippered Herring,

Herring in Tomato Sauce,

Finnan Haddies
(oval and round tins)

Clams,

Scallops.

CONNORS BROS., LIMITED

Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case; $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, $7.50; Chinese Washing Powder, 8 oz., 120 pack, per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, $7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SODA—COW BRAND.

Case of 1-lb. containing 60 packages, per box, $3.20.

Case of ½-lb., containing 120 packages, per box, $3.40.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3.30. Case of 5c packages, containing 96 packages, per box, $3.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb., 30 packages, mixed	3 30
½ lb., 60 packages, mixed	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case	2 75
20-lb. tins, ¼ doz. in case	2 70
Barrels, 700 lbs.	3½
Half barrels, 350 lbs.	3¾
Quarter barrels, 175 lbs.	4
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 05
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½-doz. in case	3 10
20-lb. tins, ¼ doz. in case	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 35
Ontario, per case	1 50
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints.	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 35
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY.

(Empire Branch)

Black Watch, 6s ½ butts, 9 lbs., boxes 5 lbs.	0 45
Bobs, 5s, ½ cads, 12 lbs., boxes 6 lbs.	0 39
Bobs, 10s, ½ butts, 12 lbs., boxes 6 lbs.	0 39
Currency, 5s, ½ butts, 9 lbs., boxes 6 lbs.	0 39
Currency Navy, 10s, ½ cads, 12 lbs., boxes 6 lbs.	0 39
Stag Bars, 5 1-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 39
Old Fox, 10s, ½ butts, 12 lbs., boxes 6 lbs.	0 40
Pay Roll, thick, 7½s, ½ butts, 10 lbs., boxes 5½ lbs.	0 59
Pay Roll, thin, 7½s, ½ butts, 10 lbs., boxes 5 lbs.	0 59
Pay Roll, 7½s, ½ cads, 12 lbs., ¼ cads, boxes 6½ lbs.	0 59
Shamrock bars, 6 2-3s, ½ butts, 12 lbs., boxes 6 lbs.	0 50
Empire, 6s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Empire, 12s, cads 15 lbs., ¼ cads, boxes 6 lbs.	0 44
Ivy, 7s, butts, 17 lbs., ½ butts, 8½ lbs.	0 50
Great West, 8s	0 59
Regal, 9s,	0 70
Starlight, 7s, ½ butts, 8½ lbs.	0 50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label ½s	0 21
Blue Label, 1s	0 20
Orange Label, 1s	0 23
Orange Label, ½s	0 24
Brown Label 1s and ½s	0 23
Brown Label, ¼s	0 30
Green Label 1s and ½s	0 35
Red Label, ½s	0 40

UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

THE T. UPTON CO. Limited

Factory at Hamilton,

Sales Dept. at St. Catharines.

Domestic Fruits

FRESH ARRIVALS EVERY DAY
OF ALL VARIETIES.

Imported Fruits

Watermelons, Bananas, Cantaloupes, Peaches, Plums, Pears, Oranges, Lemons, Grape Fruit, Fresh Green Vegetables.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

EVERYDAY LINES

Brooms of quality
Wrapping Paper and Twines
Boss Washers
Mop Wringers
Dustless Mops
Self-Wringing Mops
GlobeWashboards

Walter Woods & Co.

HAMILTON and WINNIPEG

The Growing Taste for

OLIVES

Olive sales are 100% larger today than they were 10 years ago. No doubt your trade is looking for a good olive at a reasonable price — why not supply the demand in your own community with the high-quality, moderate-priced

D. W. C.
SPANISH OLIVES

The finest selected Spanish Olives only are packed — all sizes and varieties of styles. Ask your jobbers' travelers for a trial lot.

ROWAT & CO.
Glasgow, Scotland

CANADIAN DISTRIBUTORS:
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

ORANGE MARMALADE.

BANNER BRAND.

	Shipping Price	Weight
	Doz.	Lbs.
12-oz. Glass Jars, 2 doz. to case	$1.00	33
Special Tumbler, 2 doz. to case	0.95	30¼
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pail.	Lbs.
5-lb. Gold Lacquered Tins, 8 tins to case	0.42½	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59½	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.

MINTO BROS., LIMITED.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	Retail
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ..... $ 0.90
List Price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c pkgs.. 1 15

John Duncan & Co.
Montreal

TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

Ain't this great weather for

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe
AGENT
TORONTO, ONT.

Early Vegetables

Tomatoes, Celery, Lettuce, Radishes, Etc.

Fresh shipments arriving daily. Our prices are exceptional—let us quote. Prompt shipment assured.

Write, phone or wire.

LEMON BROS.
Owen Sound, Ontario

CIGAR EXCELLENCE
BEN BEY
10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but **smoke good.** Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited
MONTREAL

There's a steady, increasing demand

—everywhere for this delightful English blended tea. From all quarters reports are coming in telling of growing sales and quick turnovers. Your own customers will enjoy

DICKESON'S TEA
"The Beverage of the Old Country."

and you will find it a source of sure and steady profit. Introduce it in your store and see how quickly repeat orders come in. Apart from a bold advertising campaign now going on, Dickeson's Tea wins on **merit.** Its rare purity of flavor and generous strength make it everywhere a prime favorite. Are **you** linking up with this success?

"DICKESON'S TEA is the BEST TEA."

Get in touch with any of the following Agents:—

TORONTO—Frederick E. Robson & Co.
HAMILTON—C. G. Walker & Co.
OTTAWA—H. N. Bate & Sons, Ltd.
WINDSOR—G. Clair Bliss, Detroit, Mich.
LONDON—R. Donaghy.
ST. JOHN, N.B.—E. T. Sturdee.
QUEBEC—A. Francois Turcotte.
WINNIPEG, Man.—W. Lloyd Lock & Co., Ltd.

Splendid work

is done quickly with Fels-Naptha soap—the wash is nicely completed without any boiling. And Fels-Naptha really does more work, does better work, and does it easier.

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

You Want This

Taylor's Prepared Mustard

IN JARS

Over 100 years of success. A great deal different and a great deal better. Royalty has used it.

Agents Wanted

H. P. Taylor, 14 Place Royale, Montreal

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co'y
Limited, P. O. Box 2963, MONTREAL

COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

COMBINE BARRAL

Preparation for preserving freshness of eggs. A very simple process for preserving eggs from one laying season to another without losing any of their qualities.

REFERENCE AND CIRCULAR FREE.

Octavier Rolland, P.O. Box 2363, Montreal

HOLLAND RUSK

A friend to the grocer, because its popularity means increased sales. Goods that have ready sale, are profitable ones to handle.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

TANGLEFOOT

The Sanitary Fly Destroyer—Non-Poisonous

Gets **50,000,000,000** flies a year—vastly more than all other means combined. Poisons are dangerous.

YOU CAN TALK ACROSS THE CONTINENT FOR TWO CENTS PER WORD WITH A WANT AD. IN THIS PAPER.

---

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are **Absolutely Pure** — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

When they ask for credit give them

ALLISON COUPON BOOKS

Please Them—Make Yourself Safe

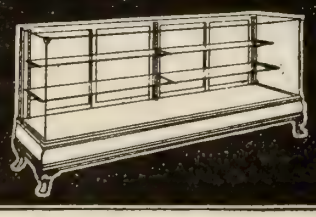
Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Before placing YOUR ORDER for **SHOW CASES, STORE FRONTS ETC.**



Write us for full particulars and estimates

KENT, SON & CO.
261 King St. West
TORONTO

This Page Is The Clearing House for Grocers' Wants

HAVE YOU A POSITION VACANT?

Send us along a Condensed Advertisement. Every Grocery Clerk and Salesman in the Dominion who has any "go" in him reads "Canadian Grocer" from cover to cover, consequently your Want Advertisement will be seen and read by the very man you want for the job.

Try it out.

Talk across Canada for two cents a word

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

WANTED—RELIABLE RETAIL GROCER in Toronto or Montreal to handle a weekly supply of fresh eggs. Box 49, Canadian Grocer. 295

MANUFACTURERS' AGENT WITH FIRST rate British connection wishes to secure partner or amalgamate with other responsible agent who will undertake office management. Apply Box 52, Canadian Grocer. (710)

WANTED—A FEW EXCLUSIVE LINES IN grocers' and bakers' specialties. We are well known to the trade in B.C. for over ten years. References. W. Hill & Co., Mfrs Agents, 847 Beatty St., Vancouver, B.C. Phone Sey. 7360. (724)

WANTED—A GROCERY CLERK — ONE who can handle sign brush preferred. Steady position for the right man. Booze and cigarettes prohibited. Apply A. Ferguson, Port Arthur, Ont.

A PRACTICAL BUSINESS MAN, 18 YEARS' experience in the biscuit and confectionery trade in the cities of Quebec and Levis, Que., solicits representation of a first-class manufacturer of those lines. Best references. Address Adj. Gosselin, 155 3rd St., Limoilou, Que. (710)

BUSINESS FOR SALE

GOOD, LIVE GROCERY BUSINESS IN busy town for quick sale. Stock and fixtures valued at $5,000. Box 315, Napanee. (612)

FOR SALE — CASH GROCERY BUSINESS. Splendid location. A particularly well-paying business. Turnover of $19,000 per year. Good reasons for selling. Apply Box 51, Canadian Grocer.

AGENCIES WANTED

WE SOLICIT REPRESENTATION OF grocer and confectioner lines for British Columbia. Will give preference to firm willing to carry stock here. Smith & Lord, 148 Hastings Street West, Vancouver, B.C. (529)

FIRM OF MANUFACTURER'S AGENTS, with excellent connection among grocers and hardware stores in British Columbia, is open for an additional Agency. Must be good reliable house. Address H. J. Gardiner & Co., Fairfield Bldg., 445 Granville, Vancouver, B.C. 612

FOR SALE

MOTOR TRUCK—BRANTFORD DELIVERY truck, planetary transmission, hard rubber tires, 22 h.p., in 1st class condition; capacity, one ton. Has been used in general delivery service. Cost $1,500, for quick sale $500. J. A. McCrea & Son, Guelph, Ont. (626)

Talking to the Point—

CLASSIFIED ADS. get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads. are so productive of the best kind of results.

CLASSIFIED ADS. are always noticed. They are read by wide-awake, intelligent dealers, who are on the lookout for favorable opportunities to fill their requirements.

TRY A CONDENSED AD. IN THIS PAPER.

Counter Cabinet Style—Closed

SPECIAL NOTICE: The Barr Register is a bona fide Canadian invention, fully protected by valid patents. There are not and never have been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary. We make this announcement, as we understand that some merchants have been imposed upon and induced to buy other account registers through such talk. (Signed) Barr Registers, Ltd.

You need a Barr Account Register——and good reasons why

The Barr Account Register is helping many a live merchant to overcome trouble and worry in the handling of his credit accounts.

The Barr Account Register will pay for itself over and over again in the collecting of accounts which you may have transferred to the "no good" list.

The Barr Account Register will pay for itself in the saving of time and labor and in retaining the good-will of your customers—remember that satisfied customers are likely to be constant customers.

Take the big step forward to-day. It means money to you.

Write us for full information about the Barr Account Register and learn of the time and labor-saving features that it contains, and which are not found in other account registers.

BARR REGISTERS, Limited

TRENTON, ONTARIO

Great Britain: Head Office, Dacre House, 5 Arundel St., Strand, London, W.C. Factory, Birmingham.

Length, 425 feet. Height, 115 feet. Depth, 120 feet.
Capacity: 200,000 Barrels a year.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Frontenac Beer is Selling

Have you a stock? The new ½-doz. or full dozen cardboard package enables customer to carry it home under the arm. An idea appreciated both by latter and retailer.

Canada's Largest Brewery wants to do business with you.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

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"Victoria Brand" Teas and Coffees

Are good sellers. Because of their quality they satisfy both consumers and grocers.

Imported Patna Rice

(From the English Possessions)

Four good brands:

"Princess".. 100-pd. bags at 5.00%
"Victoria".. 100-pd. bags at 5.50%
"Empress".. 224-pd. bags at 5.65%
"Duchess".. 100-pd. bags at 5.75%

Special prices for quality.

Ask for samples.

Jamaica Crystal Sugar

150 bags in stock.

Low Prices. Best Quality.

Molasses

Fancy and Choice.

Ask for quotations.

"Last But Not Least"

Don't forget

"SOLEIL" Brand French Peas.

Laporte, Martin, Limitee

Wholesale Grocers

568 St. Paul Street - MONTREAL, Que.

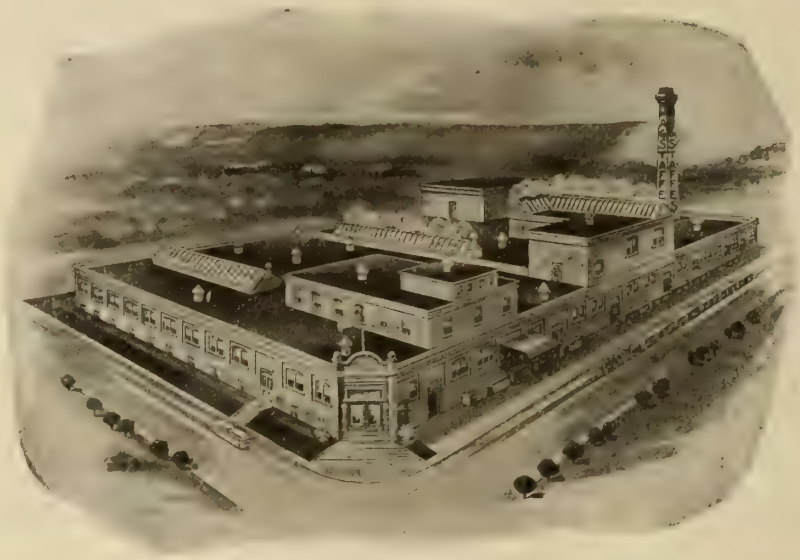
WAGSTAFFE'S

1914 New Season's Strawberry Jam

Now Ready For Delivery

Copper.
Prepared in Copper Kettles.

Silver.
Boiled in Silver Pans.



Gold.
Packed in Gold-Lined Pails and Glass.

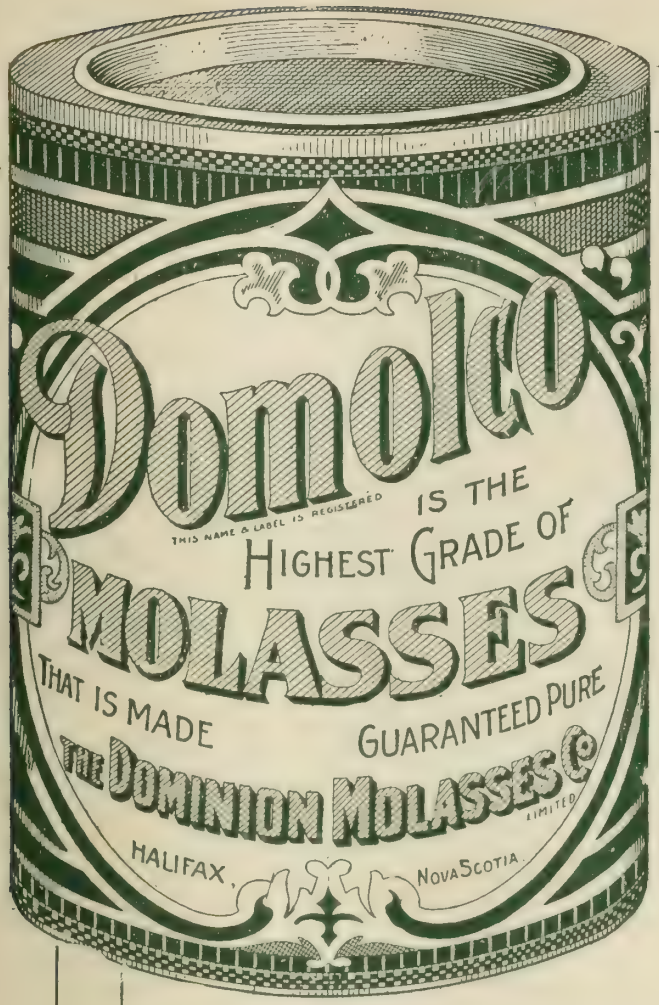
THE MOST UP-TO-DATE FRUIT PRESERVING PLANT IN CANADA

Mr. Grocer, we have made selection of only the richest, luscious red berries, full of flavor, obtainable in the Southern States and Ontario. Our agents from Hamilton have superintended the shipping of same, so that we can guarantee every jar and tin of Wagstaffe's Strawberry Jam, to be of the finest quality. Guaranteed fruits and sugar only.

WAGSTAFFE LIMITED

PURE FRUIT PRESERVERS

Hamilton **Canada**



Every package of molasses bearing this registered label must contain

The Best

Domolco Molasses

is superior for table use to any molasses in the Dominion

GUARANTEED PURE

Domolco is the registered name of a pure refined product of British West India Sugar Cane—the delicious refined molasses that is far superior to Glucose Syrups for table use and has no equal for all kinds of cooking purposes.

This molasses is put up in sanitary Lever Top Tins attractively labelled—all sizes.

Your wholesaler can supply you.

The Dominion Molasses Co., Ltd.

HALIFAX, N.S.

Distributors for Manitoba and Saskatchewan: Messrs. The W. H. Escott Co., Ltd., Winnipeg

It will not improve your trade if you have to say "I haven't got it."

Be sure that you have

"NUGGET"

Waterproof Shoe Polish

on your shelves

Your customers will ask for it

The Nugget Polish Co Limited

9, 11 and 13 Davenport Road, Toronto, Ont.